In this issue, we give . . . **"COMA"** the treatment

. . . then burn **SUMMER CAMPS**

. . . mutilate **BUBBLE GUM CARDS**

. . . wreck **SUMMER RESORTS**

. . . and sink **"LOVE BOAT"**

# MAD

No. 202 Oct. '78

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NUMBER 202 · OCTOBER 1978

# MAD

*"Eat, drink and be merry . . . for tomorrow, it'll cost you a lot more . . . thanks to inflation!"* —Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*
JERRY De FUCCIO, NICK MEGLIN *associate editors*
JACK ALBERT *lawsuits*
GLORIA ORLANDO, CELIA MORELLI,
DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
*the usual gang of idiots*

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Printed in U.S.A.

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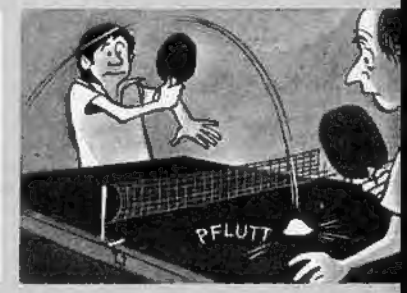

"LUST BOAT" (A MAD TV SHOW SATIRE) Pg. 43

## LETTERS DEPT.

### CLOD ENCOUNTERS

I think Stan Hart and Mort Drucker infused an electric charge into "Clod Encounters Of The Absurd Kind". I was reading it aloud in the house and everything started operating by itself!

Roland Ottewell
Greenville, S.C.

"Clod Encounters Of The Absurd Kind" really alienated me.

Doug Regalia
Walnut Creek, Calif.

"Close Encounters" was a good movie. Your "satire" was hardly able to scratch it.

Brian Bloedel
Newport News, Va.

Thanks for "Close Encounters Of The MAD Kind". It makes me glad to see a rotten movie get what it deserves!

Judy Anderson
Novato, Calif.

If any aliens read "Clod Encounters", Stan Hart and Mort Drucker had better prepare for a "Bellicose Encounter Of The Disintegrating Kind"!

Bernie Desjardins
Powassan, Ontario
Canada

I'm sure you received lots of irate mail on Stan Hart's reference in the "Close Encounters" satire, to "this little airport in Indianapolis where they've got, maybe, seven takeoffs and landings a week." As you MAD guys know, after 20 years of working with me: HELL HATH NO FURY LIKE A HOOSIER SCORNED. Besides, I just gotta take umbrage because Weir Cook Airport, at Indianapolis, is named after a distant relative who just happened to spell his name the other way. And, on top of that, you can tell Hart that the field has at least 7 landings a *day* . . . 6 to Dayton and 1 to Terre Haute.

Tom Koch
Santa Monica, Calif.

Some people have no sense of humor! — Ed.


# START OFF EACH DAY WITH A SMILE...

. . . thinking about what an idiot you were . . . falling for this ad offering full-color portraits of MAD's "What — Me Worry?" kid, Alfred E. Neuman . . . suitable for framing, wrapping fish or lining bird cages. Only 35¢ for 1, 75¢ for 3, $1.55 for 9, $3.15 for 27 or $6.35 for 81. Mail money to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022

### WHEN COMIC STRIPS FOLLOW THE "DOONESBURY" TREND

Why did you exclude "Peanuts" from "When Those 'Old Line' Comic Strips Follow The New Wave, Cerebral 'Doonesbury' Trend"? While the other comics in the article were very good, you could have done much better with a takeoff of "Peanuts".

David Dahl
Champaign, Ill.

"Peanuts" did not enter into your purview of the "Doonesbury" trend. Is that your tacit admission that Charles M. Schulz's kids are *still* saying things that are more profound, poetic and poignant than the Trudeau people?

Erik Smit
Amsterdam,
Holland

How dare you parody Nancy and Sluggo in your magazine! As one who considers the Bushmiller philosophy sacrosanct, all I can say to you is "Phooey"!

W. Pulick
Chicago, Ill.

Hey, has anyone noticed the striking resemblance between Sluggo and Nancy *and* Donny and . . . ?

DeAnne Kay
Franklin Lakes,
New Jersey

### BEFORE THE ROCK CONCERT

Sergio Aragones's "Before The Rock Concert" was a hairraising scheme!

Scott Clark
Murphysboro, Ill.

It was a hair follycle!

David Sireci
Lodi, N.J.

### CONGRESSIONAL MADNESS

For a long time I've been wondering where Congress got its bright ideas. Now I know. They read MAD Magazine. Remember the seat belt interlock you proposed in 1964? Quote: Seat belt buckle wired to the ignition system so that the car can't be started without fastening the seat belt. Unquote! That's *where* some Congressman dug up the idea . . . "recently"!

Mark Burchill
Forestville, Calif.

### YOU CAN NEVER ESCAPE FROM STRESS

Tom Koch and Jack Davis, "You Can Never Escape From Stress" because . . . everytime your salary goes up, so does the cost of housing, gas, telephone, electricity, food, clothing, taxes, postage, gasoline, bus fare, eating out, vacations, movies, cosmetics, new cars, used cars, repairs, medicine, and magazines!

Pauline T. Arnett
Brooklyn, N.Y.

Right! "You Can *Never* Escape From Stress"! I lay awake all night worrying about society's decaying level of humor.

Monica Mitchell
Kendra, Ontario
Canada

### GRADUATING CLASS PICTURES

After his super job in "Graduating Class Pictures", Harry North is truly a Contributing Idiot.

Rex Watson
Reno, Nev.

### THE MODERN SKATEBOARDER

You really upset me when there was no "Don Martin Dept." But his "Modern Skateboarder" was just as good if not better.

Rich Selin
Santa Ana, Calif.

I read the rime of skateboarding,
I laughed, I howled, I roared;
I ran into a nearby tree
And traded in my board.

Phil Kopp
Seattle, Wash.

"The Rime Of The Modern Skateboarder" went on sale the very day my Literature Class finished reading Samuel Taylor Coleridge's "Rime Of The Ancient Mariner". I like Koch's version better.

J. David Core
Toronto, Ohio

Doubtless, there are many, many admirers of those classic poems defilers, Koch and Martin. May I presume to tout those kindred souls on past Tom and Don epics I've clipped and enjoyed? "Astrodome" MAD #107, "Modern Hiawatha" MAD #100, "Rime Of The Modern Surfer" MAD #99.

Susan Lisoniez
Wallington, N.J.

### HOW TO READ BETWEEN THE LINES

I am just writing to let you know that I was thrilled at Stan Hart's "How to Read Between The Lines." Stan Hart's genius continues to amaze me as I read through this comedy masterpiece. This is one article that will never lose its usefulness.

Sincerely Yours,
A Faithful MAD Reader.

Laura Taylor
Farmington, Utah

Thrilled that after 4 years of subscribing to your lousy magazine, you finally succeeded in making me laugh!

It amazes me that he has any mentality left at all after working for you!

Compared to the rest of the junk in your magazine — anything's a masterpiece!

Especially since I am planning on using it to line the bottom of my pet parakeet's cage!

After 4 years of subscribing, you know what this says about my IQ!

### MAD'S COLLEGE CONCERT COMIC

In "MAD's College Concert Comic Of The Year", George Carlin, whom you were obviously portraying, is a comedian much like yourselves. That's why *you* were off-target! True, he uses undue profanity but his humor contends that life itself is the most humorous thing around. Similar to his contention are your "The Lighter Side . . .", "You Can Never Escape From Stress", "The MAD Book Of Odds", etc.

Ron Fisher
Tonawonda, N.Y.

"College Concert Comic Of The Year" is funny but can't you guys think of anything else besides picking your nose?

Smokey Dance
Culver City, Calif.

"College Concert Comics" are OUT on campus! Guest Poets, Historians and Literary Figures are IN!

Louis Valenzola
Bayonne, N.J.

### THE MAD BOOK OF ODDS

Tell Coker and Hart that the odds are 5 to 2 that just as you settle down to watch a football game you've waited three weeks to see, company arrives.

Greg Wooten
Wickliffe, Ohio

It's 3 to 1 . . . the next time you go to the bank you get behind a candy store owner with a shopping bag full of pennies!

Peter H. Vogt
Buffalo, N.Y.

### THE DUMMY & MAREEK SHOW

Dick De Bartolo's satire, "The Dummy & Mareek Show", was gosh, gee wiz, precious, cutesy, let's-show-how-many-teeth-we-have fantastic!

Denise Bonardi
Harrington Park,
New Jersey

In "Dummy & Mareek", Angelo Torres and Dick De Bartolo pulled the same clever stunt as in their uproarious "Little House Oh, So Dreary". Mainly, giving a "good, clean family show" a good scrubbing!

Neil N. Wahlert
Brush, Colorado

Angelo Torres made them so-o-o-o darling, I wanted to pinch the paper they were printed on!

Wendy Sue Platt
Rochester, N.Y.

### FOLD-INS GATHERING PLACE

Al Jaffee! Now there's a clever artist. Why not publish an "Al Jaffee's MAD Fold-Ins" book? I'm sure I'm not the only one who'd like to see it!

Scott Parker
Vandalia, Ohio

You'll find some choice Fold-Ins in Jaffee's big book, "MAD's Vastly Overrated Al Jaffee"! —Ed.

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. . . AND . . .

**C.I.A.**
(Completely Idiotic All-New)
**MATERIAL**

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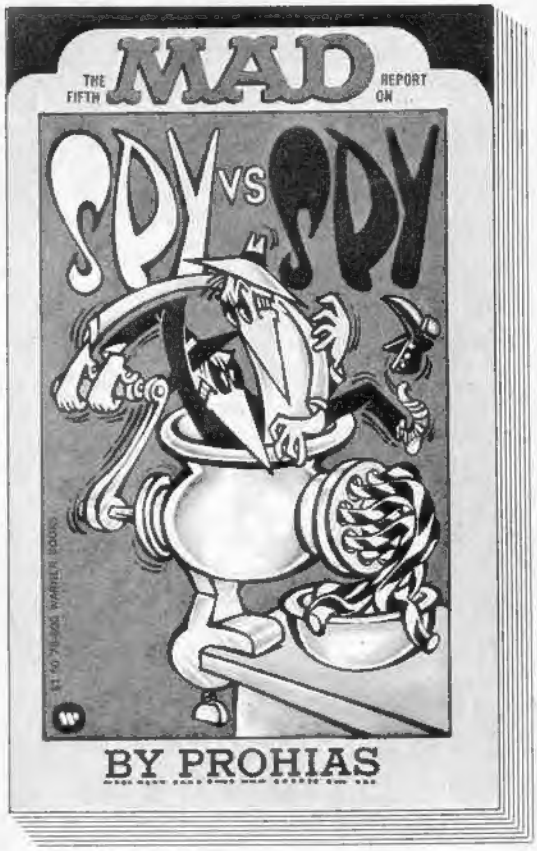
OUR LATEST . . .

**ORIGINAL CAPER!**

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- ☐ **MAD's** Turned-On Zoo
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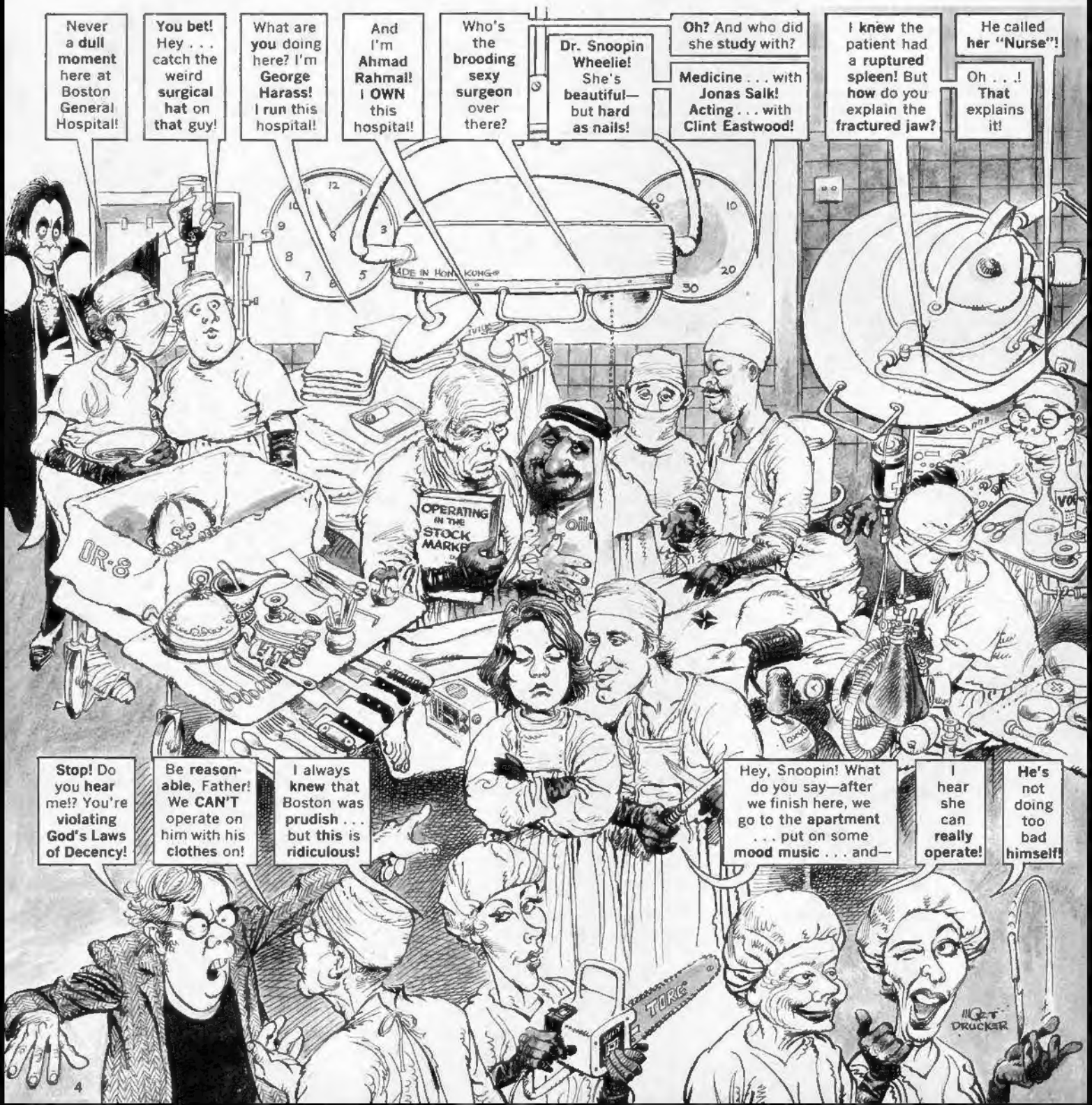
YECCHY PARTS DEPT.

Here We Go With Our Version Of A Recent Medical-Suspense Movie.

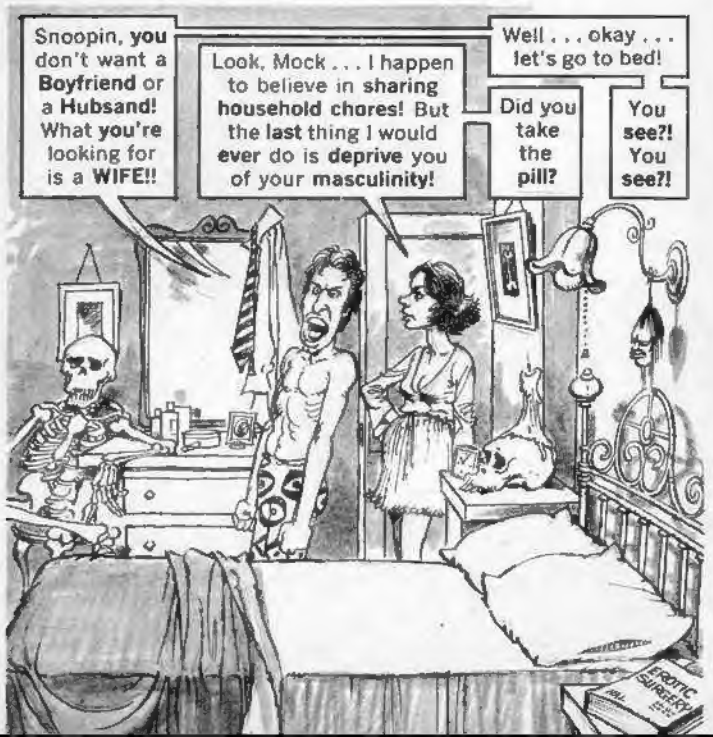
# COMA-

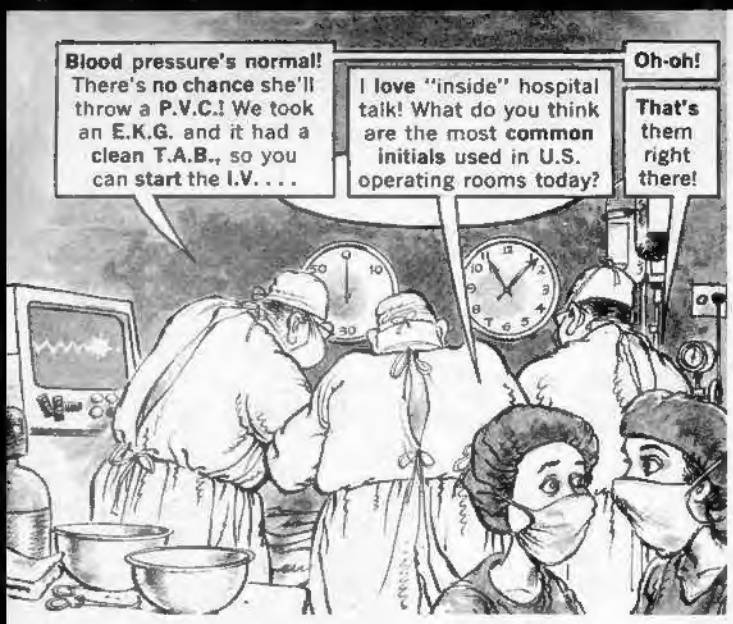


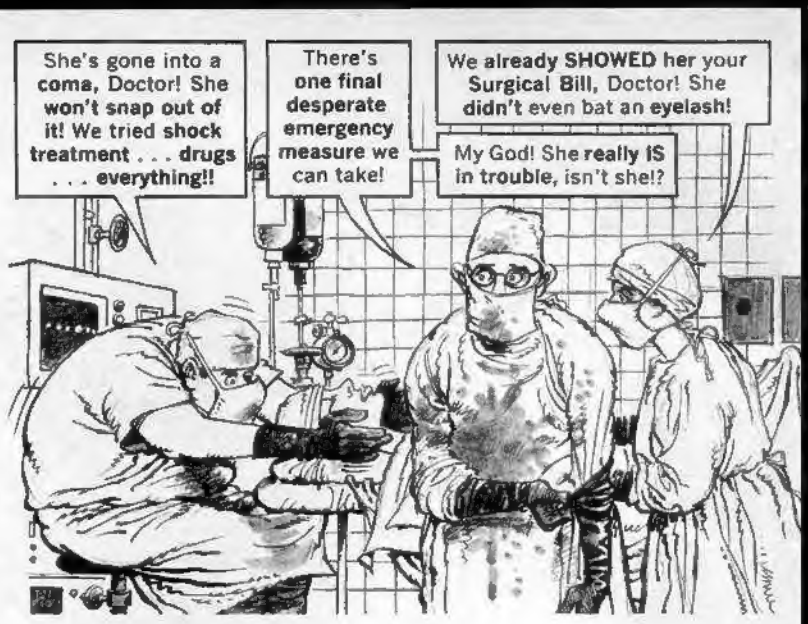
We Merely Raked It Over MAD's Satirical Coals, And It Came Out...

# TOAST

ARTIST: MORT DRUCKER WRITER: LARRY SIEGEL

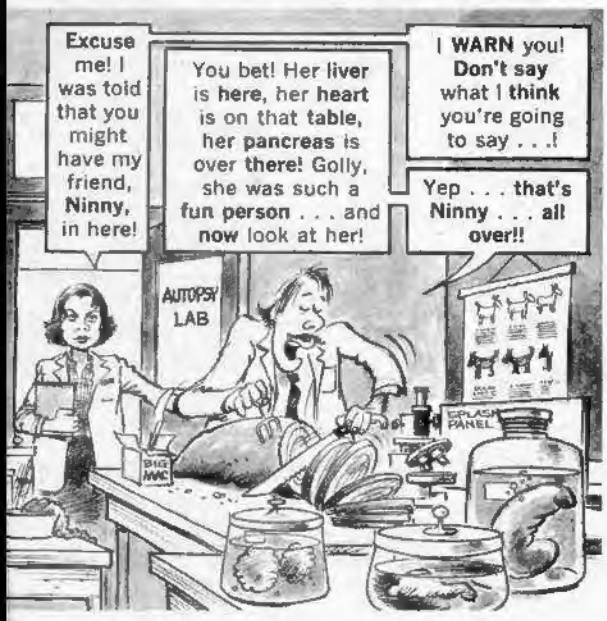



Blood pressure's normal! There's no chance she'll throw a P.V.C.! We took an E.K.G. and it had a clean T.A.B., so you can start the I.V. . . .
I love "inside" hospital talk! What do you think are the most common initials used in U.S. operating rooms today?
Oh-oh!
That's them right there!

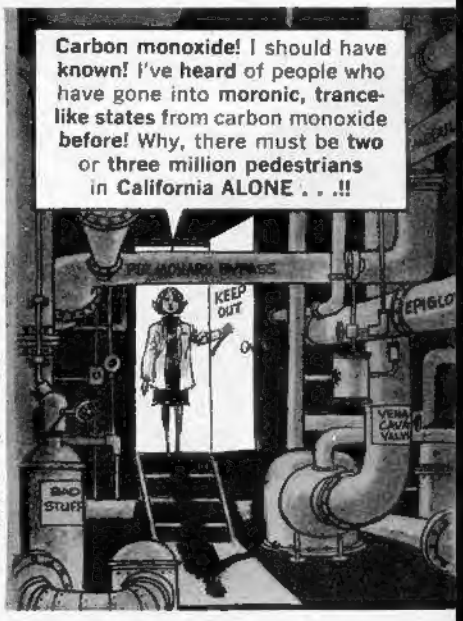

She's gone into a coma, Doctor! She won't snap out of it! We tried shock treatment . . . drugs . . . everything!!
There's one final desperate emergency measure we can take!
We already SHOWED her your Surgical Bill, Doctor! She didn't even bat an eyelash!
My God! She really IS in trouble, isn't she!?

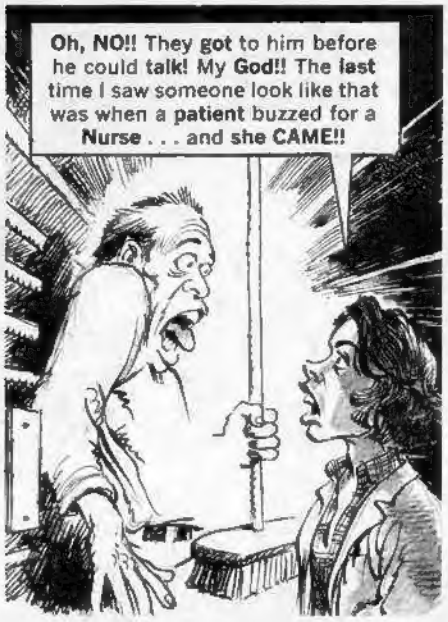
You must face facts, Snoopin! It's—it's an irreversible coma! Ninny's nothing but a VEGETABLE!
Don't SAY that! Don't EVER say she's a vegetable again!!
Forgive me! Well, we'd better go! It looks like they're ready to cook her—Whoops! I mean, BATHE her! Sorry . . .!

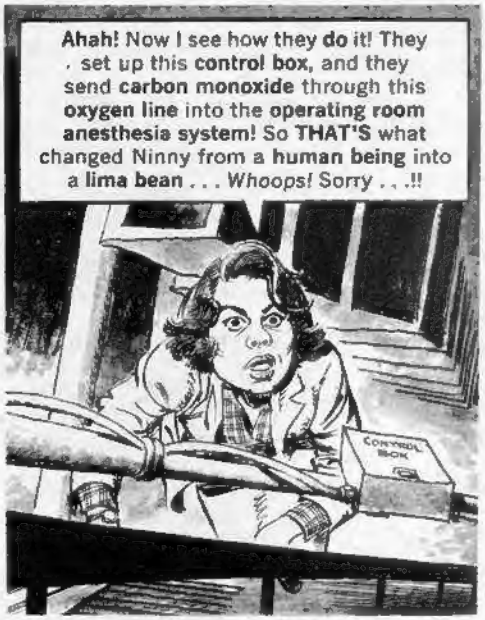
Bad news, Snoopin! Ninny's gone! We did all we could! Believe me, she's better off! She was a vegetable!
Dr. Harass, don't ever call her a vegetable again!!
Forgive me
Sob . . . sob! I can't be-live Ninny is dead!
Look at it this way! She's not really dead! She's merely gone to that Great Big Farm Stand In The Sky . . . Whoops! Sorry . . .!!

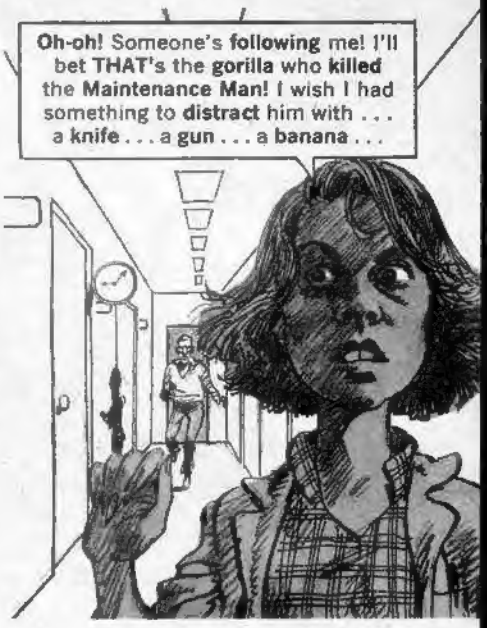

Excuse me! I was told that you might have my friend, Ninny, in here!
You bet! Her liver is here, her heart is on that table, her pancreas is over there! Golly, she was such a fun person . . . and now look at her!
I WARN you! Don't say what I think you're going to say . . .!
Yep . . . that's Ninny . . . all over!!
AUTOPSY LAB
SPLASH PANEL

You SAID it!
You SAID it!!
Psst! Doctor! I know what's causing the comas! Someone is using carbon monoxide instead of oxygen during anesthesia! Meet me in the Maintenance Room! I'll show you how they do it . . .


Carbon monoxide! I should have known! I've heard of people who have gone into moronic, trance-like states from carbon monoxide before! Why, there must be two or three million pedestrians in California ALONE . . .!!
KEEP OUT
EPIGLO
BAD STUFF

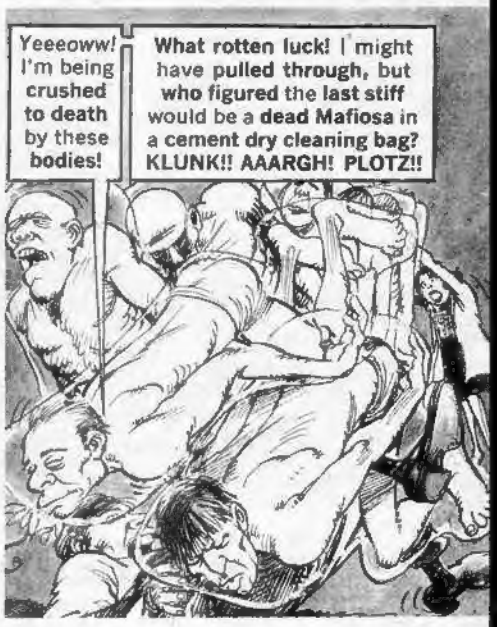

Oh, NO!! They got to him before he could talk! My God!! The last time I saw someone look like that was when a patient buzzed for a Nurse . . . and she CAME!!


Ahah! Now I see how they do it! They set up this control box, and they send carbon monoxide through this oxygen line into the operating room anesthesia system! So THAT'S what changed Ninny from a human being into a lima bean . . . Whoops! Sorry . . .!!
CONTROL BOX

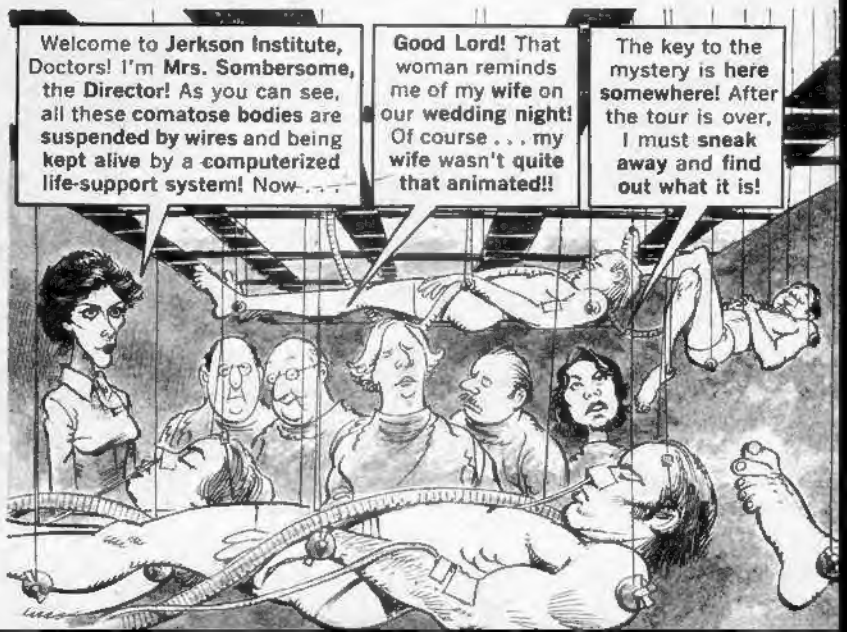

Oh-oh! Someone's following me! I'll bet THAT's the gorilla who killed the Maintenance Man! I wish I had something to distract him with . . . a knife . . . a gun . . . a banana . . .

I suppose that this ridiculously convenient fire extinguisher will have to do instead! Since this is like an Alice Hitchcock picture, anyway— I guess ANYTHING is possible!
Not ALICE Hitchcock, dummy! ALFRED He's a MAN! You don't know your old movies!
Men are OUT now, Buster! YOU don't know your NEW movies!
FFFFSST

Where am I?! This looks like a Polish Dry Cleaning Store!
Wait a minute! I think she's hiding here!


Yeeeoww! I'm being crushed to death by these bodies!
What rotten luck! I might have pulled through, but who figured the last stiff would be a dead Mafiosa in a cement dry cleaning bag? KLUNK!! AAARGH! PLOTZ!!

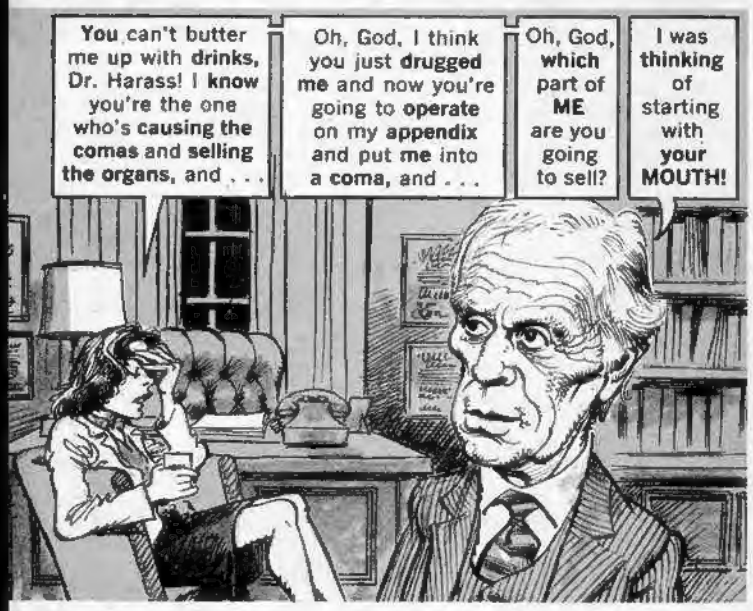
I have it! Proof!! Someone is putting the patients into comas with carbon monoxide, and then sending them to Jerkson Institute! YOU believe me, don't you, Mock?!
Of course I do! After all, our relationship is based on truth and mutual trust! Now, let me get you a jacket! It's chilly . . .
WHAT jacket?
A real neat two-button job with eight-foot wrap-around sleeves, you dodo bird!!

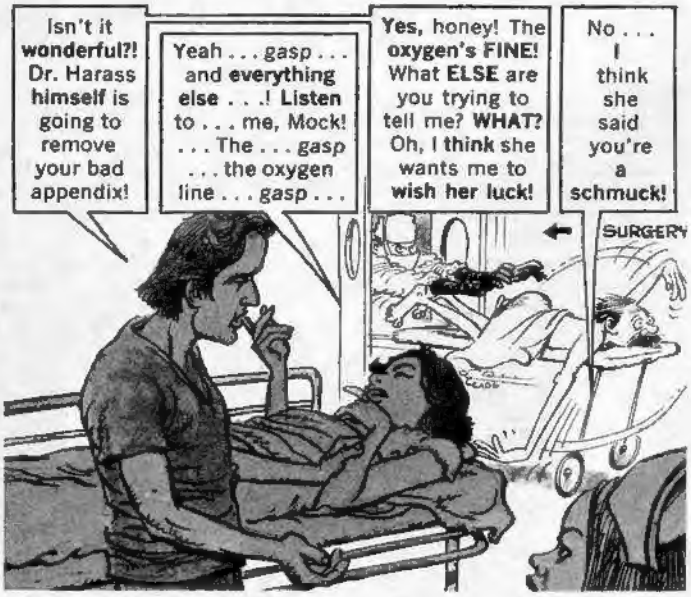

Welcome to Jerkson Institute, Doctors! I'm Mrs. Sombersome, the Director! As you can see, all these comatose bodies are suspended by wires and being kept alive by a computerized life-support system! Now . . .
Good Lord! That woman reminds me of my wife on our wedding night! Of course . . . my wife wasn't quite that animated!!
The key to the mystery is here somewhere! After the tour is over, I must sneak away and find out what it is!

Hello, transplant fans out there in closed circuit TV Land! We're back again with acres and acres of the most incredible body organs . . .
Now, here's a 1905 kidney—owned by a little old lady in Altoona who only used it on weekends when she had a glass of sherry! It's yours for just $45,000!
And here's a real clean 1958 lung with factory air! Yes, sir, it belonged to a Foreman of the "Glade" plant! It's yours for only $37,000!
And now, our Red Flag Special of the Week—a fantastic 1951 trachea! It's a steal at our low, low price of $59,999! And it's guaranteed to suck wind for 6 months, or your money back!
So remember the name, "Madwoman" Sombersome, at the Jerkson Institute, where the Freeway meets Brookline! We honor all major credit cards!
Just as I thought! A USED PARTS LOT!
'58 LUNG
READ OUT
'72 TRACHEA
INTESTINE
'05 KIDNEY

They've spotted me! I've got to get OUT of here! But HOW? Wait!! That AMBULANCE!
Step on it, Mike! We gotta deliver these human organs, and I have to make an extra stop!
Didn't you pick up your stomach and gall bladder in Seattle . . .?
Yeah, but I left my HEART in San Francisco!
JERKSON INSTITUTE SUSPENDED PARKING

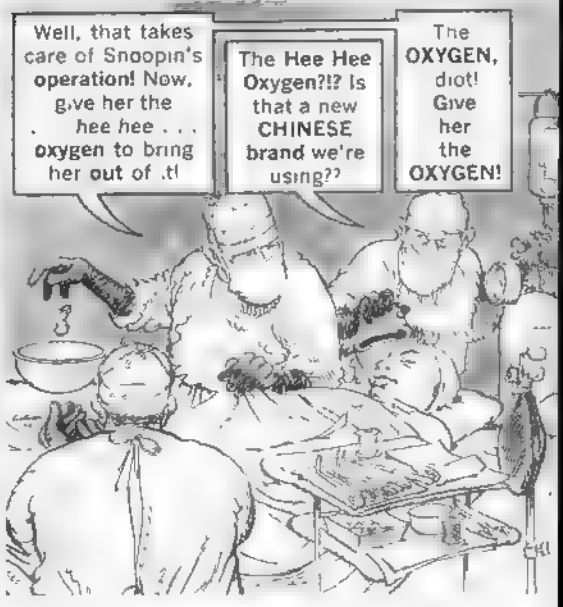
Hey, Mike! Am I going crazy, or is there a BROAD riding on the roof!?
Oh, Man, these "New Women" are getting out of hand! Well, it looks like we're gonna have to make another extra stop!
You mean . . .?
That's right!! The Director of this picture needs a BRAIN TRANSPLANT!!


You can't butter me up with drinks, Dr. Harass! I know you're the one who's causing the comas and selling the organs, and . . .
Oh, God, I think you just drugged me and now you're going to operate on my appendix and put me into a coma, and . . .
Oh, God, which part of ME are you going to sell?
I was thinking of starting with your MOUTH!

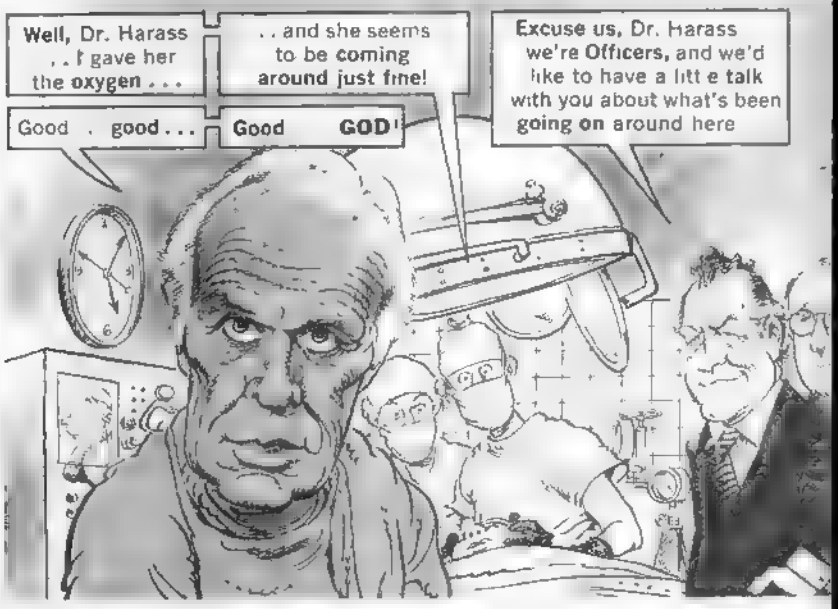

Isn't it wonderful?! Dr. Harass himself is going to remove your bad appendix!
Yeah . . . gasp . . . and everything else . . .! Listen to . . . me, Mock! . . . The . . . gasp . . . the oxygen line . . . gasp . . .
Yes, honey! The oxygen's FINE! What ELSE are you trying to tell me? WHAT? Oh, I think she wants me to wish her luck!
No . . . I think she said you're a schmuck!
SURGERY

Well, now, Snoopin, it's time for your —chuckle, chuckle— appendix operation!
I don't like the way he said that!
Would you excuse me, Dr. Harass— I have to take a call on the oxygen line . . .
I mean, the telephone line!!
Hurry up, schmuck!

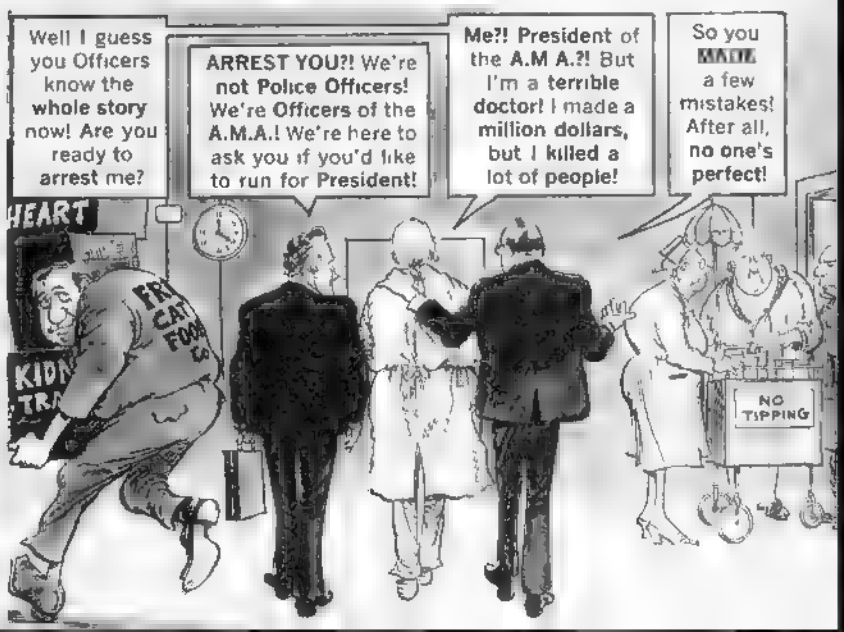
I must find the control box Snoopin told me about . . . and destroy it! I just hope I'm not too late!!
NO NO
D-2


Well, that takes care of Snoopin's operation! Now, give her the hee hee . . . oxygen to bring her out of it!
The Hee Hee Oxygen?!? Is that a new CHINESE brand we're using??
The OXYGEN, idiot! Give her the OXYGEN!

ZZZZT!


Well, Dr. Harass . . I gave her the oxygen . . .
. . and she seems to be coming around just fine!
Good . good . . .
Good GOD!
Excuse us, Dr. Harass we're Officers, and we'd like to have a little talk with you about what's been going on around here

You saved my life, Mock! How can I ever thank you?
By treating me with respect! Don't ever call me a "man" again in that condescending way of yours!
Sorry, darling! Forgive me! I've been living with you for over a year now, and I can honestly say you're really NOT a man!
Okay! That makes me feel a hell of a lot better!
21

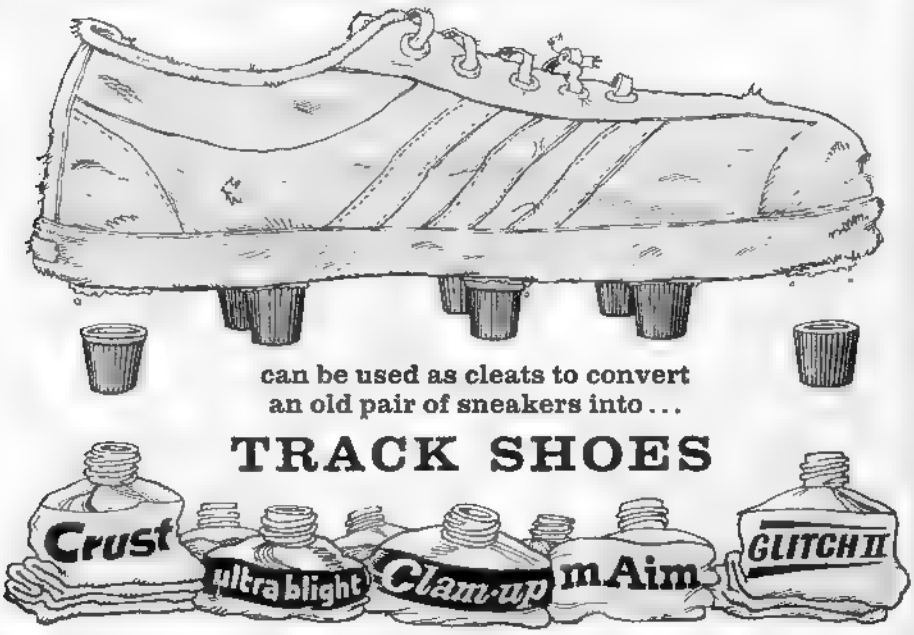

Well I guess you Officers know the whole story now! Are you ready to arrest me?
ARREST YOU?! We're not Police Officers! We're Officers of the A.M.A.! We're here to ask you if you'd like to run for President!
Me?! President of the A.M.A.?! But I'm a terrible doctor! I made a million dollars, but I killed a lot of people!
So you MADE a few mistakes! After all, no one's perfect!
HEART
NO TIPPING

# SOME IMAGINATIVE MAD SUGGES

# RECYCLING YOU

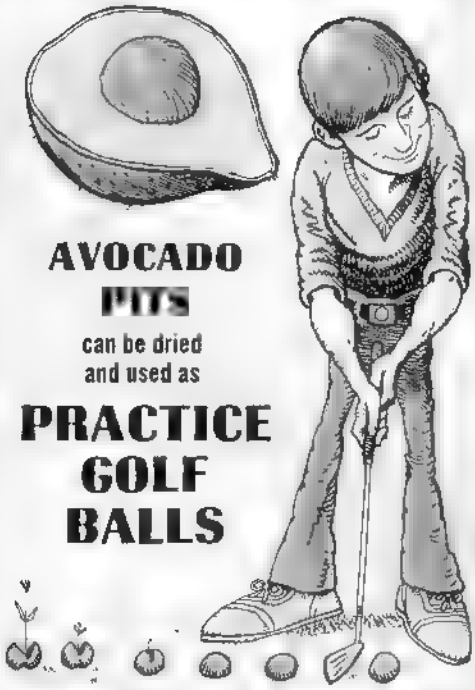
ARTIST: AL JAFFEE

## EMPTY TOOTHPASTE TUBE TOPS




can be used as cleats to convert an old pair of sneakers into . . .

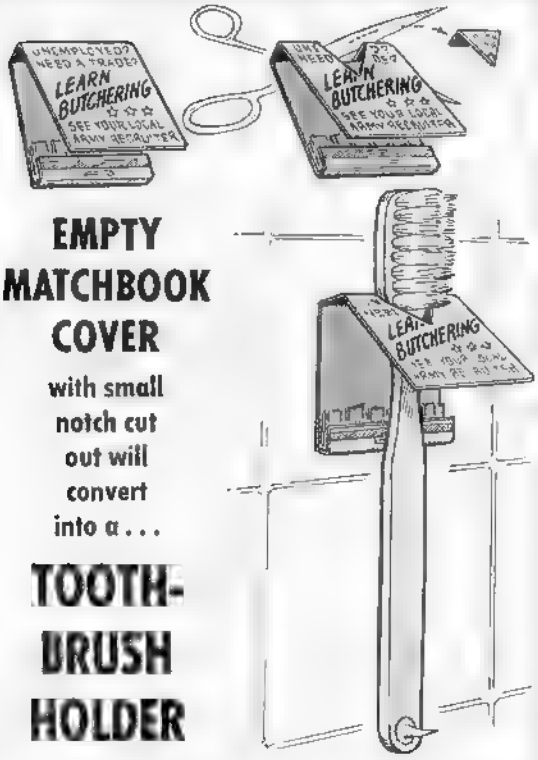
**TRACK SHOES**



## AVOCADO PITS

can be dried and used as

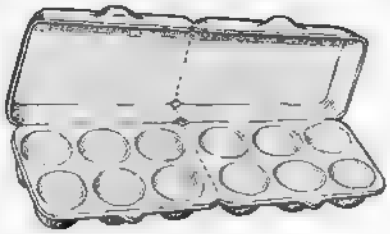
**PRACTICE GOLF BALLS**




## EMPTY MATCHBOOK COVER

with small notch cut out will convert into a . . .

**TOOTH-BRUSH HOLDER**

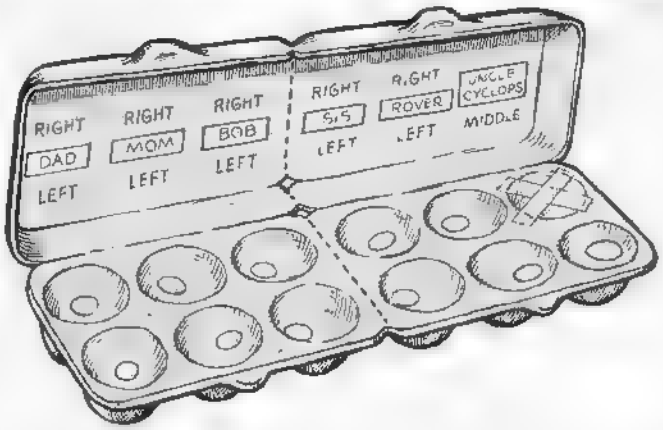


## EMPTY EGG CARTON

can be used as a . . .

**CONTACT LENS HOLDER**

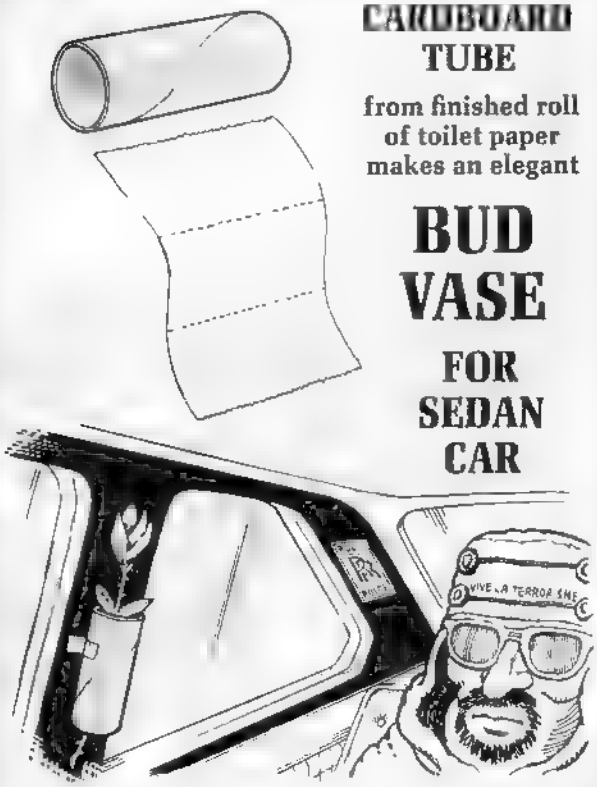
**FOR A LARGE FAMILY**



# TIONS FOR...

# R THROW-AWAYS

WRITER: PAUL PETER PORGES




**CARDBOARD TUBE**

from finished roll of toilet paper makes an elegant

**BUD VASE**

**FOR SEDAN CAR**

**EMPTY FILM CANS**

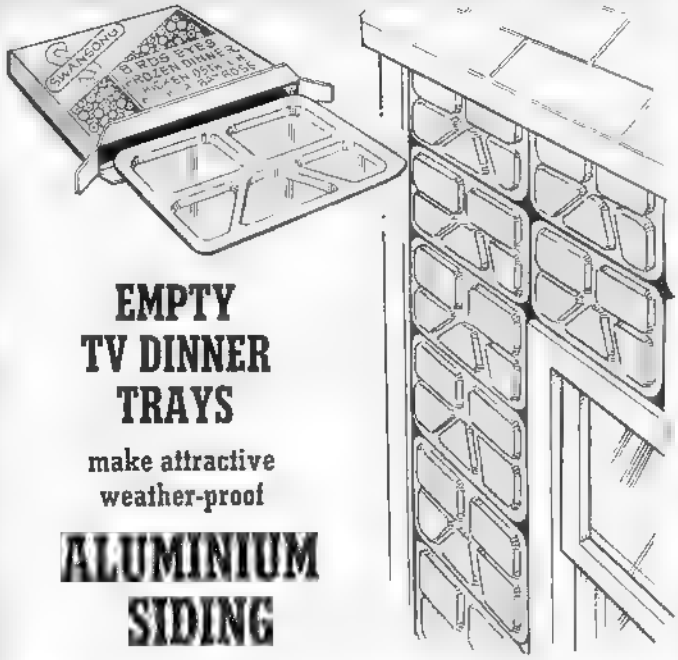
can be used as a matching set of

**LIQUOR PONIES**

**EMPTY ASPIRIN TIN**

turns into a darling

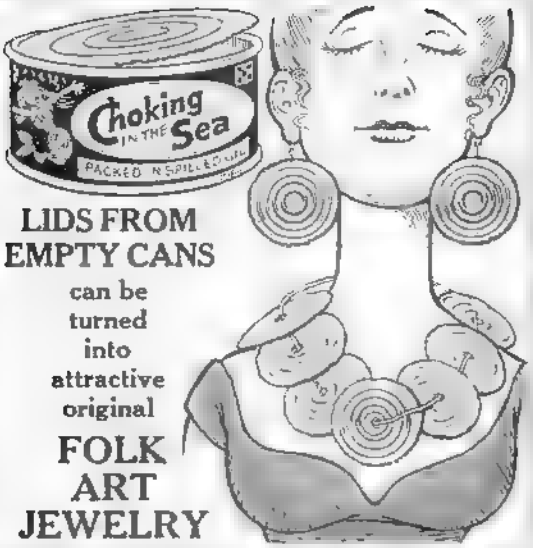
**SWEETHEART LOCKET**




**EMPTY TV DINNER TRAYS**

make attractive weather-proof

**ALUMINIUM SIDING**

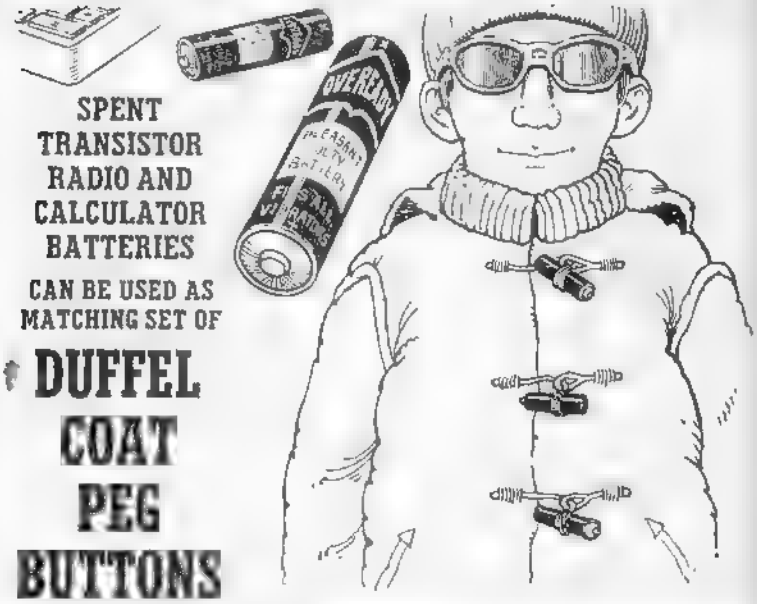



LIDS FROM EMPTY CANS can be turned into attractive original FOLK ART JEWELRY

OBSOLETE TRAINING BRA used by young Jewish-American Princess turns into matching YAMULKAS FOR HER WEDDING

SINGLE SOCKS left from pairs put into washing machines can be used as colorful GOLF CLUB COVERS

ICE CREAM STICKS can be cut to proper lengths for replacing those lost COLLAR STAYS




SPENT TRANSISTOR RADIO AND CALCULATOR BATTERIES CAN BE USED AS MATCHING SET OF DUFFEL COAT PEG BUTTONS

LOSING LOTTERY AND PARI-MUTUEL TICKETS make perfect pre-cut KITTY LITTER

MEIN KAMP DEPT.

Here's another in our tedious series of "Special Interest Magazines". Better read it if your parents are planning to send you to Camp this year, and you're planning to return home after the summer, alive! Come to think of it, better read it if your parents *aren't* planning to send you to Camp this year. Maybe it'll convince you how smart their decision was, or how great being poor is!

MAKE THE LITTLE BRATS CRY...

# "UNCLE"

The Magazine For Camp Counselors

SUMMER SEASON OF SADISM & TORTURE

1978

Price: 1.00

(A MERE PITTANCE, CONSIDERING THE AMOUNT OF TIPS YOU'LL BE LEARNING TO CLEVERLY EXTRACT)

*THE SEXUAL EXPLOITS OF TEN COUNSELORS ...Which Probably Never Even Happened*

✱ ✱ ✱

HOW TO MAKE A CAMP JOB RESUME LOOK GOOD, EVEN IF YOU'VE NEVER HAD ANY COUNSELING EXPERIENCE.

✱ ✱ ✱

*Six Ways You Can Survive That Yecchy Camp Food*

✱ ✱ ✱

A LIST OF SURE-FIRE COMPLIMENTS YOU CAN TELL PARENTS ABOUT THEIR KIDS...AND ASSURE YOU BIG TIPS

✱ ✱ ✱

*A List Of Insulting Ego-Destroying Nick-Names You Can Give Kids Whose Parents Don't Tip You Big*

A CAMP COUNSELOR'S CONFESSION: ""WHAT I DID LAST SUMMER...NOTHING!!"

ARTIST: JACK DAVIS WRITER: STAN HART

# SCENE AROUND CAMPS AC

## ANNUAL CAMPFIRE AT CAMP OHFUH-GODDSAKE IS A BLAZING SUCCESS

Uncle Ferral, the Nature Counselor, conducted the "Annual Campfire" at Camp Ohfuh-Goddsake last week. It turned out to be even bigger than he had anticipated. "Three thousand acres, burned to a crisp!" reported Ferral proudly. Luckily, none of the camp buildings were damaged. A search for fifteen missing campers is still going on, whenever the camp staff has nothing better to do.

### HEAD COUNSELOR HERBIE SHOWED HIS AWARD-WINNING PICTURES OF CAMP HOWZA-BOUDDAT AGAIN THIS YEAR

Clever Uncle Herbe was at it again in the off-season this year, rounding up prospective campers. He shows the most beautiful movies of the most beautiful camp you ever saw. Of course, when campers sign up with Herbie, they never see that beautiful camp, because the films aren't of Herbie's camp. And when the parents complain, smart 'ol Herbie tells them, "We've made a lot of improvements, so naturally you can't recognize the place!" Herbie is now fighting a "Condemned" order by the County Health Board.

### RECORD FIFTY FOOT LANYARD MADE BY CAMPER

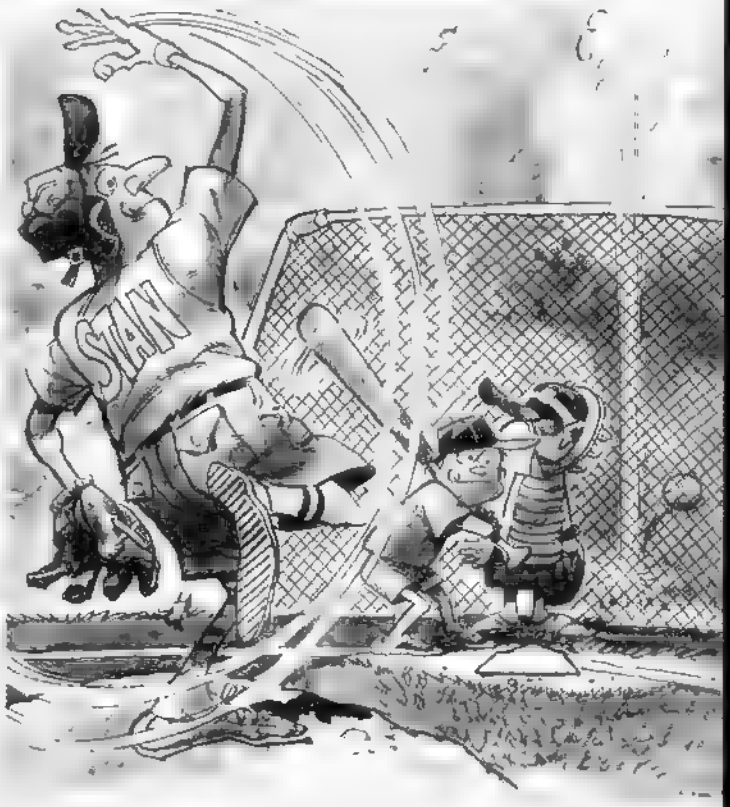
Larry Smeigel, a Junior Camper at Camp Burnett, has made a fifty foot lanyard, and is still working at it. Asked why his lanyard is so long, Larry answers. "My Arts & Crafts Counselor just doesn't know how to finish off a lanyard!" Uncle Harry Goniff, Arts & Crafts Counselor at Camp Burnett, reports, "That may be true . . . but just twenty more feet, and Larry and his lanyard get into "The Guiness Book Of Records."

# ROSS THE GOOD OL' U.S.A.

## CAMP MENDACIOUS AWARDS MAKE EVERYONE HAPPY

Smart Uncle Hesh, Head Counselor at Camp Mendacious, makes sure that every camper gets an award so he'll want to come back next season. Here we see Hesh at the Award Ceremonies, giving the "Blue Ribbon Award For Breathing" to Alan Mortimer, who also received "Special Mention" for finishing second behind Frank Finkle for the "Left Hand—Right Hand Award", bestowed on the camper who has made the greatest strides during the summer, learning to tell which hand is which.

## KIDS LEARN PATIENCE DURING SOFTBALL GAMES

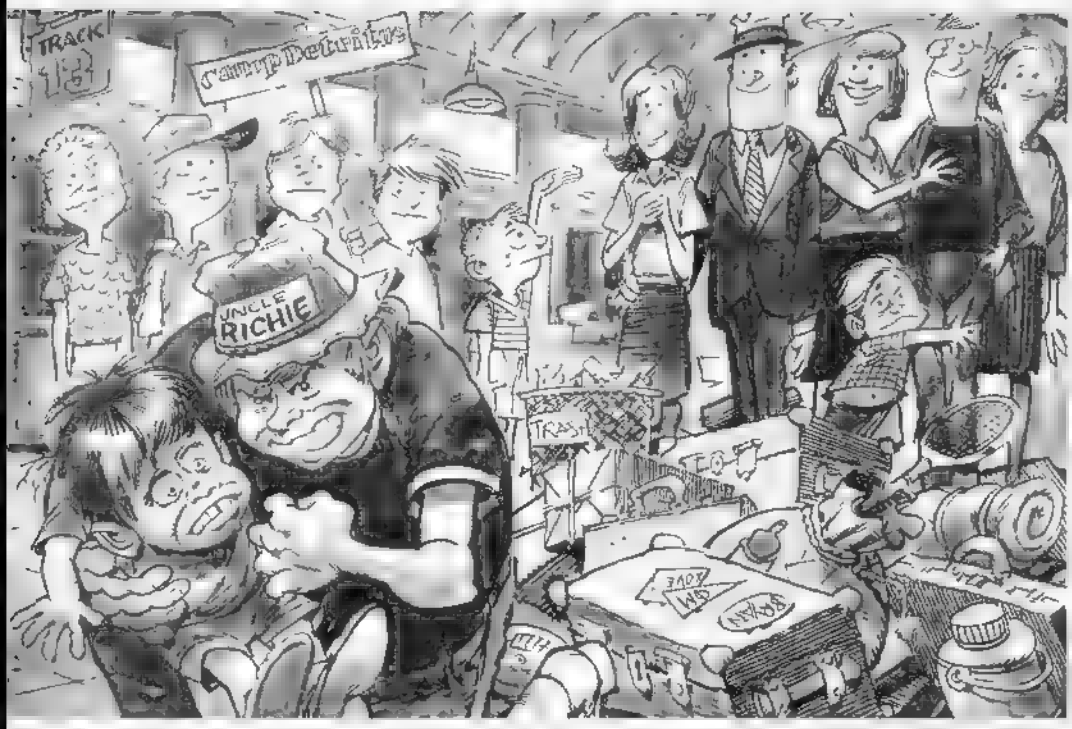



When Uncle Stan, the Athletics Counselor at Camp Godot, insists on pitching for both sides, the campers better bring along a book. Stan is not so hot at pitching, but loves to participate. Last week, he set a record when he served up 119 pitches without putting one into the strike zone. When we asked why he insists on pitching, Uncle Stan replied, "Hell, grown-ups won't let me play with them . . . so how *else* am I gonna get my exercise?!"

## NURSE EVA BRAUN GIVES THOUGHTS ON PREVENTATIVE MEDICINE AT CAMP

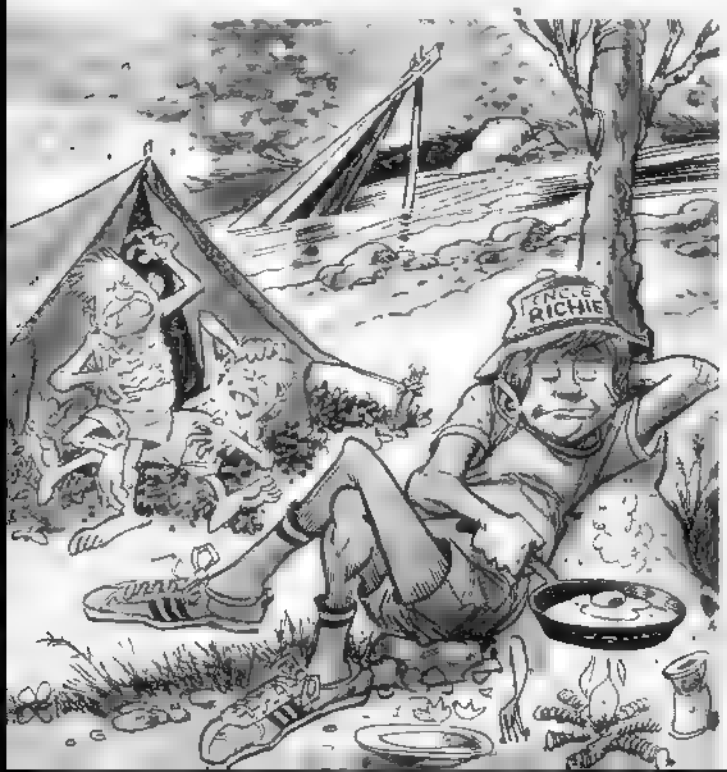
Camp Yiska-Doll's pride and joy, Nurse Eva Braun, has come up with one sure-fire way to prevent campers from getting sick. It's really quite simple. "Stay out of the Infirmary!" is her advice. "Everyone here is coughing and sneezing, and the place is nauseating! Kids will get over whatever they've got by just keeping away!" Nurse Braun may not have the best health record among Camp Nurses, but she has the best-looking nails of anyone in the mountains.

# CAMP COUNSELOR




On "Getaway Day", some of the younger campers are worried and frightened about going off to sleep-away camp, so Uncle Richie tells the parents he will handle the situation. He takes the troubled youngsters aside one at a time, and he gently advises them, "If you don't stop crying and making my life difficult, I'm gonna bash your head in once we get to camp!" When the youngsters' attitudes immediately change, the parents think that he's a master of child psychology and a competent youth leader. Then Richie asks for a full list of each camper's likes and dislikes, and his allergies, from his parents, and promises that he won't let the list out of his sight. And Richie keeps his promise — until the train leaves the station, and the list doesn't. It's still back there . . . in the garbage can.

On their first overnight hike, Uncle Richie unknowingly tells two of his kids to pitch their tent on top of that nice shiny plant. How is Richie to know that nice shiny plant is poison ivy? After all, he's a city kid! However, the two campers who end up with lifelong cases of poison ivy are much more fortunate than the other two kids whom Richie has ordered to sleep by the river bank. The river overflows during the night and washes them into the next county. After breakfast, if he has the time, Uncle Richie will look for the two missing kids, but don't bet on it.



Uncle Richie also manages the Camp Canteen, where campers can buy candies and cookies if they're either starving to death or out of their minds or both. Richie buys old stale strange candies at half price, sells them to the kids for full price, and pockets the difference. "What's wrong," he asks, "with candy and cookies from Pakistan, Surinam and Uganda? The kids'll just have to develop a taste for it!"

# OF THE YEAR

Each year, the Editors of "Uncle" select a counselor who best exemplifies what counselor-ing is all about. This year, the award goes to Richie Nern of Camp Detritus,

Because he's the only counselor who knows how to thread the projector, Uncle Richie is in charge of movies during "Rainy Day Activities." Also, because he's the only one who knows how to obtain porno films, he shows them to the Senior Boys at night in his cabin for three bucks apiece. Next season, he plans to make even more money by shooting his own porno film using Junior Counselors and Counselors-In-Training. Richie says that his hero is Roman Polanski.

On visiting day, Uncle Richie knows that some parents are going to give him a hard time because he's abused their children. So he figures, why ask for trouble? and cleverly makes up a name tag using a different name. When parents ask him where Uncle Richie is, he tells them it's Richie's day off, but he'll be glad to help them. Then, when they complain about how Uncle Richie acts toward their children, he promises—for a small consideration—to talk to Uncle Richie and make sure he doesn't mistreat them again.

"Color War" is a time of intense competition in camp. Here we see Uncle Richie and his band of "Merry Men" after they've captured a member of the opposing team, and are questioning him. "Color War is very educational," says Uncle Richie. "It gives the kids a preview of what it'll be like in the business world when they get there!" Last season, Uncle Richie was admonished by the Head Counselor for branding one of the opposing team members during an interrogation. "I got carried away by team spirit, and the camper got carried away by an ambulance!" says Richie with a smile.

## KEEP UP WITH NEW LAWS REGARDING CHILD ABUSE

**Do you know just how far you can go?**

**Are cuts and bruises covered by law?**

**Are you subject to criminal charges when you put burning bamboo slivers under their nails to make them confess they really CAN go swimming?**

THESE, AND A HOST OF OTHER PERPLEXING QUESTIONS ARE ANSWERED IN THE NEW BOOK

# "What You Can Do To Whom, Legally"

DON'T TAKE CHANCES WITH YOUR FREEDOM. THIS BOOK TELLS YOU HOW TO ABUSE IDIOT CAMPERS AND NOT GO TO THE SLAMMER. IT COULD SAVE YOU TWENTY YEARS—TO LIFE.

**Act Now! Send $15.00 To:**

SADIST PUBLICATIONS, HEWLETT, NEW YORK



## Girl Counselors...

**THIS NEW MEDICAL KIT IS FOR YOU!!**

Do you hate to go in swimming with all those little creeps who do all sorts of disgusting things in the water? Well, we certainly do! That's why we've developed the exciting new

# GREEN CROSS MEDICAL KIT

The "Green Cross Medical Kit" supplies you with everything you need, including letters from three different Doctors, stating that you cannot go swimming, or even enter the water for medical reasons . . . plus a chart proving that you menstruate every other day.

GET OFF SWIM DETAIL THE MEDICAL WAY WITH A

**"GREEN CROSS MEDICAL KIT"**

**Send $2.00 to MED KITS, Hewlett, New York**

(Sorry! Only One Kit To A Camp For Obvious Reasons)


# CAMP CATERWAULINGS

**Uncle Hershey Reports The Gossip & Goings-On Around The Sleep-Away Circuit**

**Well, it's reveille time again for Ol' Uncle Hershey, so let's get right to the Camp dirt: Did you hear about Uncle John of Kansas City? Seems that John was indicted for Child-Molesting during the off-season. He would've been locked up for ten years, but he was able to prove he had a steady job, so the Judge suspended sentence. The job? Head Counselor at Camp Gomorrah. Nice going, John! Betcha your kids will be on their toes this summer!**

* * * * *

*How about Aunt Sarah, the Camp Nurse at Camp Winni-Poo-Poo? 'Pears she has a perfect record in the health department, despite the fact that three kids came down with the plague, and two with small pox. How does Sarah maintain her perfect record? Simple! She doesn't report anything to the Board of Health. She figures what they don't know won't hurt them. Smart gal, our Sarah!*

* * * * *

**For sheer creativity, no one holds a candle to Uncle Bruce, (With his complexion, it would burn for weeks. But seriously...) the Dramatics Counselor at Camp Ooozooo. Bruce put on a nude version of "The Women" and he loved every minute of it. Naturally, the Camp Owners didn't hear about it, since the show was done in his private room with six of the senior girls. Bruce told them he wanted them to get some real experience in the theater. The parents of the girls have filed morals charges against Bruce, but if he could beat that statuatory rape charge last season, this one will be duck soup for him.**

* * * * *

*Aunt Ida, the cook at Camp Vomit, set a record last season. She started serving left-overs the very first day of Camp, and kept serving them the entire eight weeks. When she was asked where she got the left-overs the first day, she replied, "From the last day of last season, where else?!" A penny saved...eh, Aunt Ida?*

* * * * *

**Asked how he handles bed wetters, Uncle Alex of Camp Chagringrin told us, "I humiliate them!" Direct and to the point. His bunk includes such campers as "Stinky" Starkweather, "Pishy" Pomerantz and "Sailor" Susskind. Alex admits that there's a possibility of damaging the kids psychologically in their future lives, but chances are they won't be coming back next season because they were so miserable this year, so who cares?!**

* * * * *

*Wedding bells are in the offing for Uncle Jock and Aunt Butchy. They met on the ballfield of Camp Deltoid when both of them attacked six-year-old Frankie Harmon, the Camp second Baseman, when he dropped a pop fly in a game with Camp Fibula. "I knew by the way she kneed the kid in the groin that Butchy was for me!" states Jock. Their plans include a wedding reception at Jack Lalanne's Health Club, followed by a honeymoon at famed muscle Beach.*

* * * * *

**Uncle Peter, the Camp Chaplain at Camp Unctuous, is happy about his sermon being taken so seriously last week. The sermon was called "Love Thy Neighbor" ...and while he was delivering it in the chapel, Counselor-in-Training, Mark, and Children's Dining Room Waitress, Tanya, were making it in the bushes right outside.**

* * * * *

*Can-You-Believe-It? Department: Kids at Camp Hovel are still writing parents that they want to go home—on postcards!! They never learn that the counselors screen all postcards and tear up the ones that say anything bad about the camp. Oh, well...kids will be kids—and dopes!*

* * * * *

**Uncle Donald, the Doctor at Camp Mugwump, gave a sex education lecture to the ten-year-olds last week, and it was so frightening that six of the boys and five of the girls have foresworn sex for life and turned gay. Well, that's about all for this issue, except to remind you that visiting day is upon us again, so let's all you Aunts and Uncles taper off with the hitting and the beating up on the kids. You can pick up where you left off right after the parents leave.**

# THE INQUIRING CAMP PHOTOGRAPHER

Question: "What do you like most about your counselor?"

## ALBERT STEINFELD
Camp Merrill Lynch

I guess you could say his hearty laugh. He gets hysterical whenever one of us falls down and hurts ourself. He thinks it's even funnier when one of us falls down and hurts ourself after he pushes us. I don't quite understand his sense of humor, but it seems to give him a lot of enjoyment. I also like when he dresses up in that brown shirt and brown riding pants with the black boots, and puts on his swastika armband. He says it's an old Indian sign meaning "Love".

## SANDRA LOU SHICKSER
Camp Bimbo

I just adore our Swimming Counselor because he takes such an interest in our learning how to swim. Last week, he helped me float on the water by holding my body for fifteen minutes. He showed me how I could keep my head and my chest from going under the water just by placing his hand in certain positions. He's so dedicated. Today, it's raining and we can't go swimming, but he said I should come over to his cabin and we'll practice floating anyway. He's so cool and super.

## WILLIAM McDOUGLE
Camp Peuque-A-Lott

I love Aunt Millie. She's such a goofy gal. She's our Nature Counselor, and we take woodland hikes with her. But she always gets lost. Last week, I was with Mary Gormley on an Aunt Millie Nature Romp, and we got lost. Aunt Millie left Mary and me alone in the woods while she tried to find her way back out. By the time she returned, Mary was in love with me, and I realized I'd suddenly reached puberty. Well, that's another way to learn about nature, ain't it?

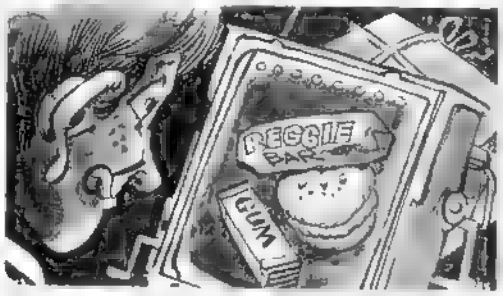
## BILLY MARSINA
Camp Kismet

I liked Uncle Nicky because he always used to tell us horror stories before we went to sleep. He would tell us about people getting murdered and cut up and hacked with axes and strangled, and the cops never finding the killer. I was real sorry when the police came and took Uncle Nicky away last week and charged him with Multiple Homicide.

## BETTY LOU SCHPIELCUS
Camp Placebo

I don't like anything about my counselor. I hate her. I also hate this rotten camp and the rotten lake it's on. The lousy mountains all around look stupid to me, and the trees suck. My parents, who I can't stand, sent me here against my will, and I'm in the same bunk with my Sister, who I wish was dead. This camp is the pits. It just doesn't seem to be able to cope with a normal ten-year-old girl like me.


# THE FINSTER PACKAGE DETECTOR IS WORTH ITS WEIGHT IN GOLD!




How do you know what's in those packages parents send to their kids at camp? How do you know if there isn't candy or gum or cookies in them? And how can you get your hands on those goodies if they are in them . . . wait until the camper offers you some? You'll wait forever! Now you can determine what's in those packages and you can remove the goodies before you deliver the packages to the little brats!

SEND $75.00 TO:

X-RAY PACKAGE PEEPER, HEWLETT, N.Y.

# KEEP YOUR BUNK FULL ALL SEASON

## AND INSURE GETTING THOSE BIG TIPS

"GREAT CAMP POSTCARDS" ARE TREATED WITH A CHEMICAL COATING OVER A HIDDEN MESSAGE. WHEN YOU USE OUR SPECIAL ERADICATOR, THE CAMPER'S MESSAGE DEVELOPS. SEND SUCH HAPPY MESSAGES AS "CAMP IS GREAT!", "I'M HAVING THE BEST TIME OF MY LIFE!", AND FOR OLDER BOYS, "I JUST MADE OUT!!" JUST THINK HOW PLEASED PARENTS WILL BE RECEIVING THESE CARDS. THEY'LL NEVER KNOW UNTIL IT'S TOO LATE THAT THEIR KIDS WERE SUFFERING SO.

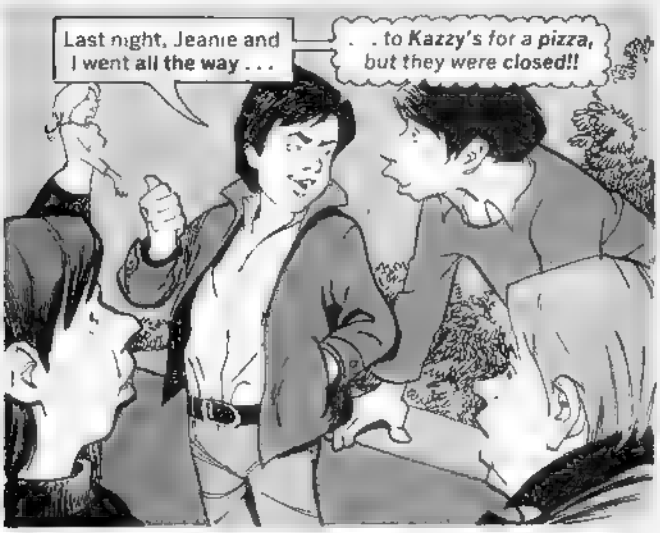
Send $35.00 For a Season's Supply to:

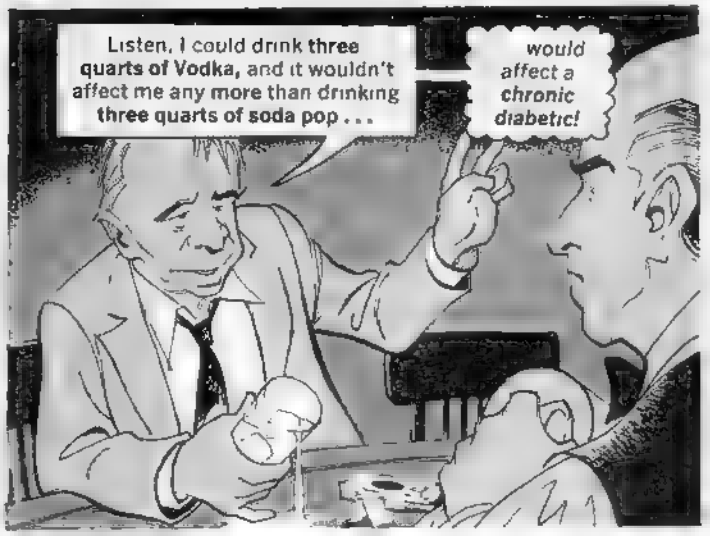
GREAT CAMP POSTCARDS, HEWLETT, NEW YORK

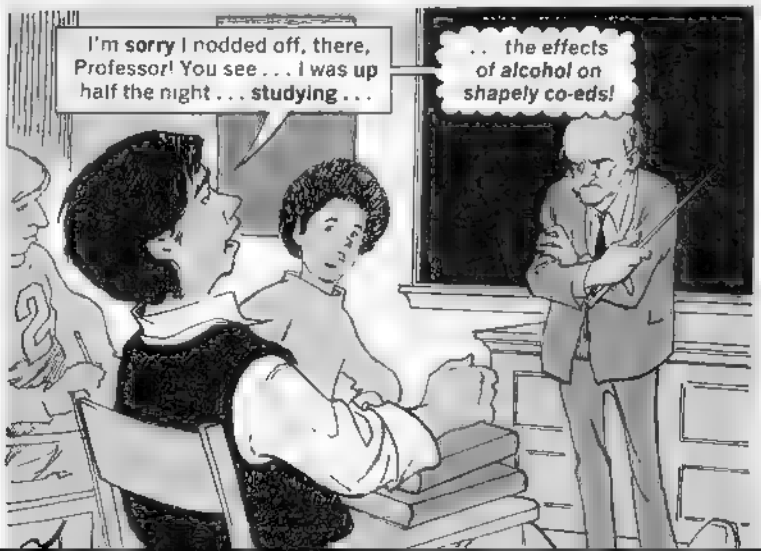
L'AFTER-THOUGHT DEPARTMENT

# A MAD LOOK AT SOME UNFINIS

ARTIST: BOB CLARKE

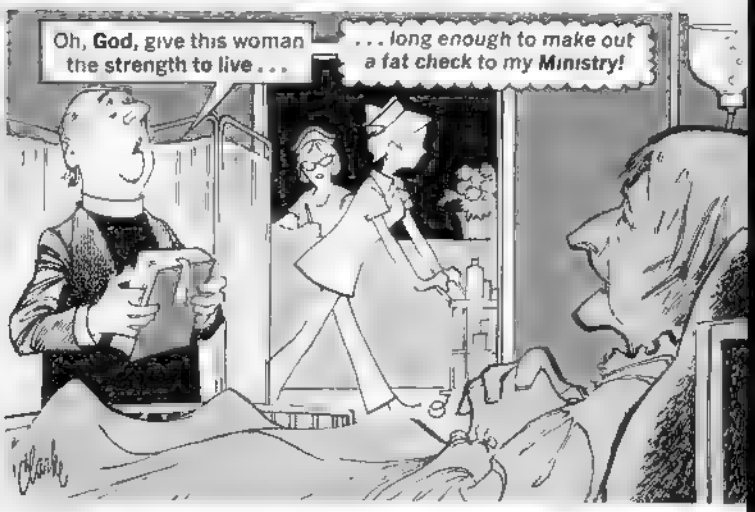




# HED SENTENCES

WRITER: JOHN CALDWELL



# CANDID MAD HISTORICAL

GOOD-NATURED HORSEPLAY DURING NAPOLEON'S RETREAT

IVAN THE TERRIBLE AS A CHILD

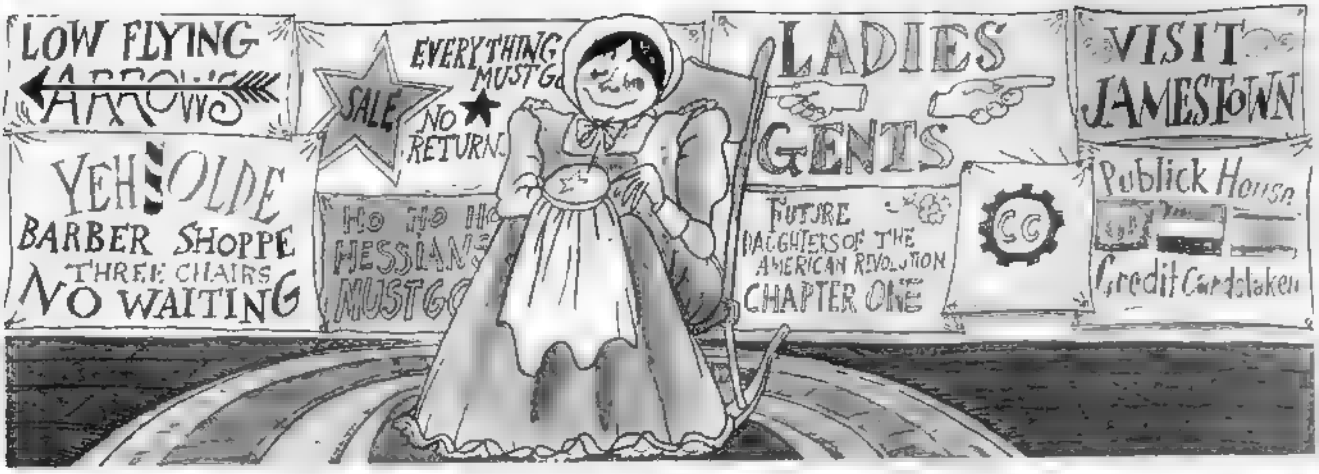
# SNAPSHOTS OF CELEBRITIES

ARTIST & WRITER: PAUL PETER PORGES

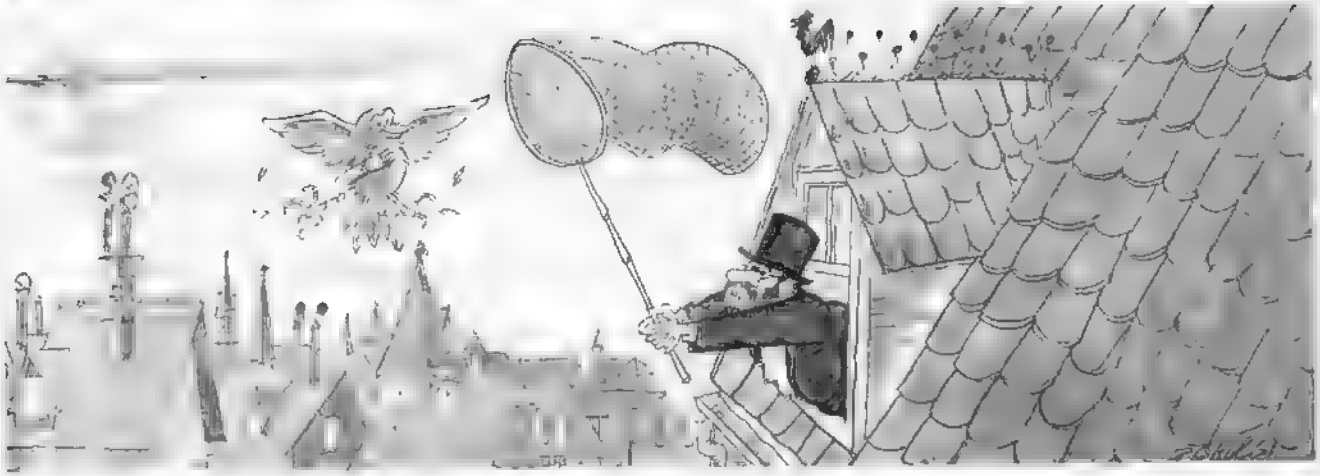
PAVLOV WITH A NON-SALIVATING DOG

ATTILA THE HUN RECRUITING HALF HIS HORDE

BARON VON RICHTHOFEN WORKING AT HIS DESK



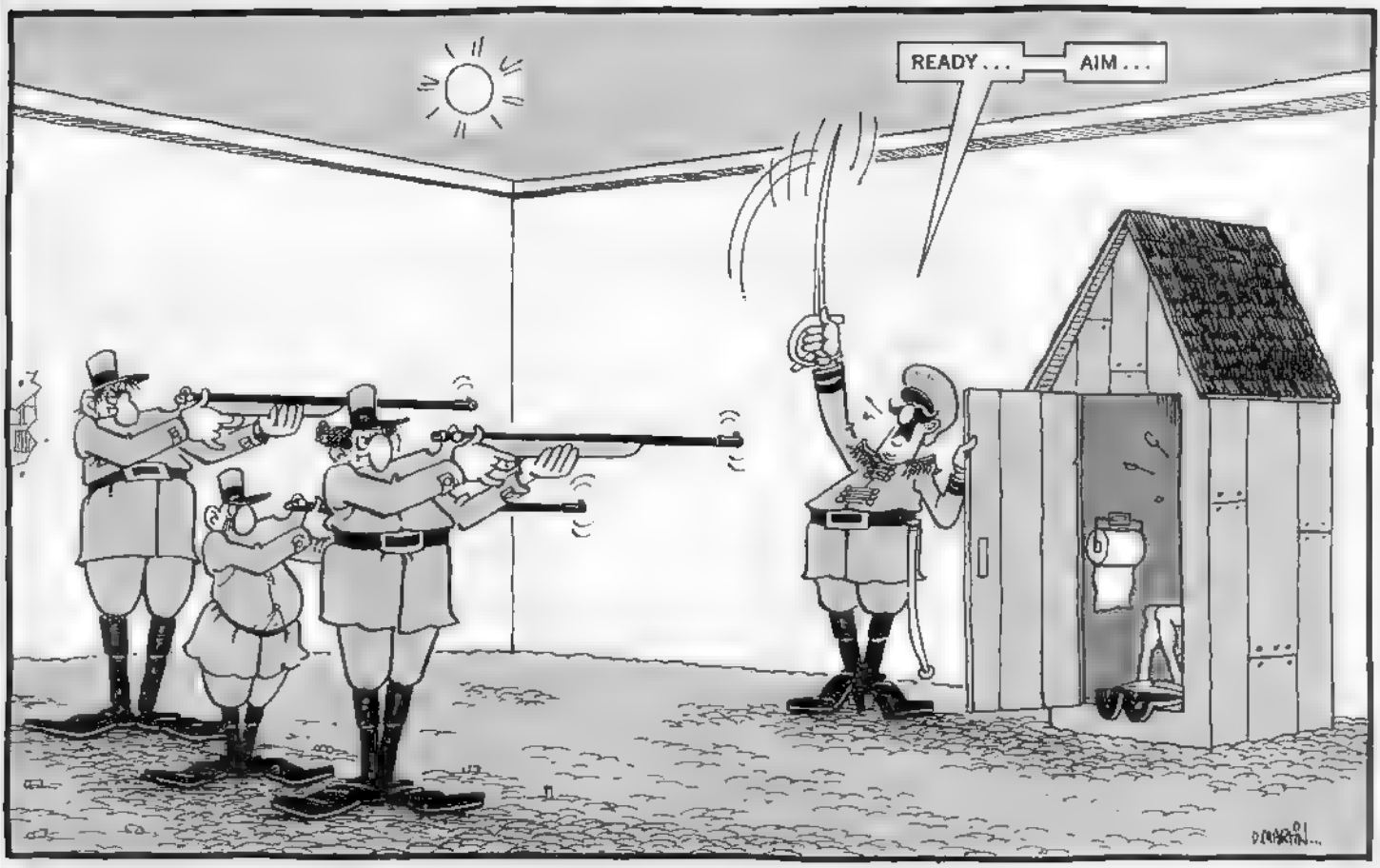

BETSY ROSS AND SOME OF HER OTHER FLAGS



MR. REUTERS TRYING TO CATCH A LATE NEWS BULLETIN

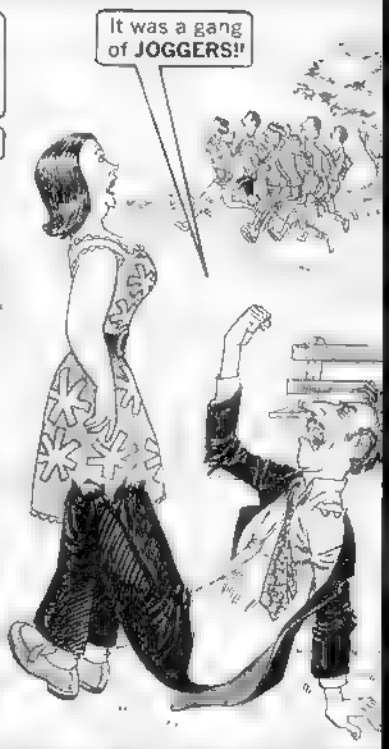
DON MARTIN DEPT. PART I

# ONE MORNING IN LATIN AMERICA



BERG'S-EYE VIEW DEPT.

# THE LIGHTER SIDE OF... OVER-




# REACTING

ARTIST & WRITER: DAVE BERG

Say, you're the guy who just bought that magnificent car, eh? How come you got an expensive Maserati?
So that— for once in my life— I could be a somebody!
When I was a kid, I used to get teed off! I was always referred to as "Jake's Kid" . . . or "Millie's Boy" . . . or "Arnie's Kid Brother"!! I was never just ME!!
Now, at last, people know who I really am!
Sure we do!
You're that "MASERATI OWNER"!
FOR PETE'S SAKE, CAN'T YOU KEEP ONE LOUSY CHECK BOOK STRAIGHT?!?
Now, hold it a darn second! I got myself a pocket computer and I meticulously added every deposit and subtracted every check! So I don't believe you when you say I made a mistake!
Oh, yeah? I'll bet you money that you're overdrawn!
Okay, how much do you want to bet?!?
Sixty-three dollars and twenty-seven cents!!
Look what I bought this morning!
Oh, no! Not another plant! I told you I've had it with plants! I distinctly told you not to buy any more plants!!
Neither of us has a green thumb! Every plant we ever had died on us!
But this is a porcelain plant!
I DON'T CARE WHAT SPECIES OF PLANT IT IS! I DON'T WANT TO HAVE TO TAKE CARE OF IT!!
But it's not even alive!!
SEE? It's happening ALREADY!!

Did you see the WEATHER?! Of all the rotten, crummy luck?!

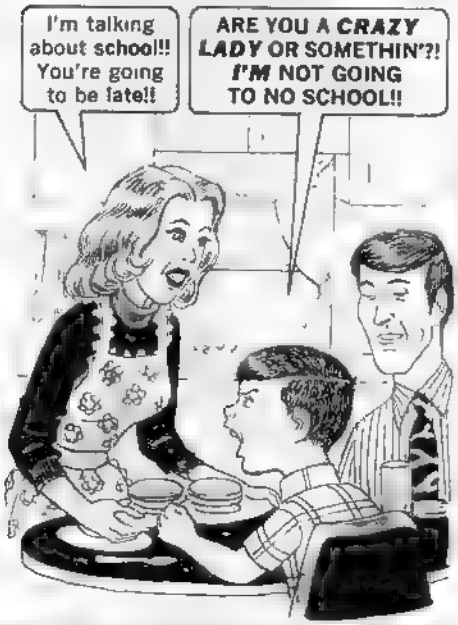
After we made all those big plans to have a backyard Bar-B-Que with your whole family, THIS has to happen!

Listen to me, rain clouds! I CURSE you! Listen to me, howling winds! A POX on you!
What are you raving about?!? The weather is magnificent! It's PERFECT for an outdoor get-together with my whole family!

That's what I MEAN!! Why couldn't it have STORMED . . . or SOMETHING?!?

Hey, I went to Kindergarten yesterday, Daddy! It was lots of fun!
That's right! School DID open yesterday! I'm glad that you liked it!

Speaking of school, you'd better get a move on! The bus will be here soon!
WHAT ARE YOU TALKING ABOUT?!?


I'm talking about school!! You're going to be late!!
ARE YOU A CRAZY LADY OR SOMETHIN'?! I'M NOT GOING TO NO SCHOOL!!

I DID THAT BIT ALREADY!!

Hmmph! It's about time! So you finally decided to come home!!

YOU COULD HAVE AT LEAST CALLED! YOU HAVE ABSOLUTELY NO REGARD FOR THE FEELINGS OF OTHER PEOPLE!

YOU DON'T EVEN CONSIDER ME TO BE A PERSON! AS FAR AS YOU'RE CONCERNED, I'M JUST ANOTHER PIECE OF FURNITURE IN THIS HOUSE!

I'm broke! You'll have to give me some more money this week!

WHAT?! *AGAIN?!?* CAN'T YOU STICK TO A *BUDGET?!?* ALL YOU DO IS SPEND . . . SPEND . . . *SPEND* . . . !

Don't shout at me, Buster! In case you don't know it, there's an INFLATION! And using a VEHICLE is very EXPENSIVE these days!

WHAT vehicle!? You don't have your own car! What've you been using, a rental?!?

No, wise guy!

I've been using a SUPER-MARKET SHOPPING CART!!

You're just a male chauvinist pig . . . and you work for a male chauvinist pig *company!!*

That's not so! I work for an Equal Opportunity Employer!!

In fact, I have two Executives over me! One's a MAN, and the other's a WOMAN . . . and I look at both of them as EQUALS!!

Do they give you a hard time?

They sure do! They both blow up all the time! He's always losing his temper because he's such a perfectionist!

What about her? Is she a perfectionist, too?

Nahh! She's just BITCHY!!

ENOUGH is ENOUGH!! Twenty years, you two sisters have been angry at each other! Forgive and forget, already!

Impossible!

Can't be done!

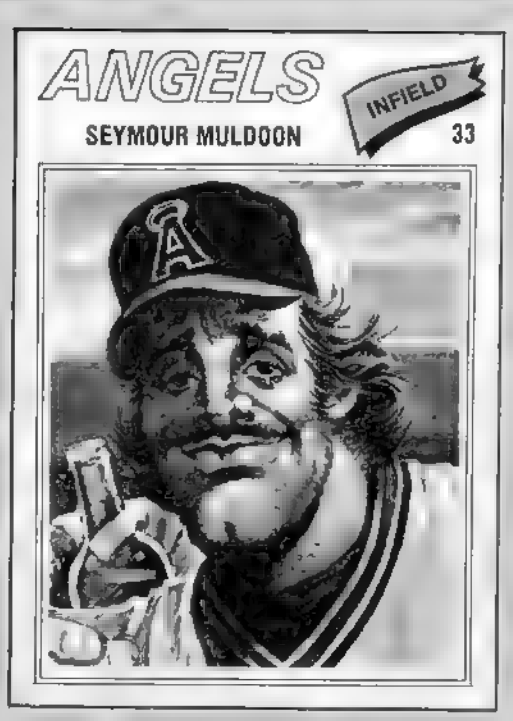
What terrible things HAPPENED all those years ago that you can't forgive and forget?!?

Who remembers!?!

David Berg

ATHLETES' FOOTNOTES DEPT.

The problem with Bubble Gum Cards is that they give the barest statistics about a ballplayer's career without revealing the kind of man who's inside the uniform. Baseball and football are complex games, and the men who play them are unique human beings, not wind-up jocks as these cards would lead us to think. Therefore, MAD says it's time to revise these cardboard collectables and to introduce




**SEYMOUR MULDOON**

*INFIELDER—ANGELS*

Nickname: *"Fox"*

A boozer and carouser who breaks curfew whenever possible, Muldoon plays his 3rd-base position close to the line, giving him a sharper view of the better-looking women in the stands. A determined fielder, he never gives up on a foul ball, often plunging into the box seats to grab the ball and anything else he can put his hands around. This resulted in his being slapped with a paternity suit after a game in Chicago, in which he landed on a blonde in the 5th inning. Angels manager Emil Culpepper says, "Muldoon plays well for a man with a 38-year-old body. The only problem is that he's twenty two."

# BUBBLE GUM CARDS

## That Reveal The Real, Human Side Of Athletes

**STACY FARFEL**

*RUNNING BACK—BILLS*

Nickname: *"Cash-'n'-Carry"*

A self-confessed money player who's motivated by greed. Farfel recently signed the sweetest pact in pro football, the terms of which net him $250,000 a season, plus $10,000 for each touchdown, $500 for each yard gained, $2,500 for appearing on this bubble gum card. Tagged "The Million-Dollar Body," he enters the stadium in an armored Brink's truck, sits on his own private bench guarded by two business managers. Aware of his value, Stacy has insured his knees for $1 million. Admittedly selfish and avaricious, he readily owns up to his one ambition—to possess all of the money there is in the world.

ARTIST: JACK RICKARD WRITER: FRANK JACOBS

REDS

OUTFIELD

RENFREW SWILL 91

## RENFREW SWILL

***OUTFIELDER—REDS***

### Nickname: *"Gamey"*

"Gamey" gets his nickname not from his love of the game but from his dislike of bathing. Because of his aroma, he's given a lot of room in the batter's box by both catchers and umpires. Like many ballplayers, Swill is superstitious. During his famed 33-game hit streak in '75 he refused to change his t-shirt until the streak ended. This happened August 15 when the smell of the shirt had become so strong it was polluting Riverfront Stadium. The opposing pitcher beaned Swill in the 1st inning, ending the streak and winning the cheers of everyone in the ballpark. The shirt was sent to the Hall of Fame in Cooperstown, where it was burned. Swill has played for 23 different clubs, each of which has unloaded him at the very first opportunity.

47

CHIEFS DT

JAKE DREEBLEMAN

128

OILERS FL

WILMER DIPTHONG

## WILMER DIPTHONG

***FLANKER—OILERS***

### Nickname: *"Flake"*

Scarcely a game goes by where Diphthong doesn't turn a broken play into a sizeable ground gainer. This is not so much due to his prowess as it is to his being unable to remember the meaning of the quarterback's signals, which means that 3 plays out of 4 he's out of position. Fortunately for Wilmer, his foul-ups are as bewildering to the defense as they are to his team-mates, and very often he picks up long gains. Actually, any kind of remembering creates a problem for Diphthong, especially the days of the week and months of the year. Last year he was found suited up in the Astrodome at 3 a.m. on a Tuesday in June.

CUBS

OUTFIELD

BRIAN SCHMEER 77

YANKEES

CATCHER

FORREST FESTER 51

## FORREST FESTER

***CATCHER—YANKEES***

### Nickname: *"Animal"*

After dislocating the head of an umpire when he was called out on strikes in a '75 game with the Red Sox, Fester was quoted by newsmen as shouting, "Aurgghh!" It's believed this was an expression of happiness, although with Fester, who can only utter grunts, it's difficult to tell. "He plays the game hard," says Yankee 3rd-base coach Al "Fungo" Murdoch, who himself was punched out after flashing a sign Fester took exception to. "Animal" chews vulcanized rubber while behind the plate, enjoys pushing batters into the path of high, hard ones. A loner, he dines by himself, usually on raw meat and clumps of jungle grass. Fester has played each of his 9 seasons unsigned, due, most likely, to his being totally illiterate.

65

DOLPHINS QB

MILLARD MARMOT

## JAKE DREEBLEMAN

***DEFENSIVE TACKLE—CHIEFS***

### Nickname: *"Cut-Up"*

Small in size for a lineman, Dreebleman uses his clever tongue and sense of humor to make up for his lack of brawn. Last year against the Raiders he humiliated Oakland center Vance Folopowicz with Polish jokes, then rattled quarterback Rick Malomar by making jokes at the expense of Malomar's eskimo wife, Wanda. A natural clown, Jake enjoys practical jokes on the field, such as eating raw onions before a game and breathing on the ball carrier. In his own locker-room, he gets a kick out of setting team-mates' clothes on fire. Dreebleman is used sparingly, mostly because he's usually recovering from beatings at the hands of both opponents and team-mates.

## BRAVES

INFIELD

MARVIN POMERANTZ 111

## MARVIN POMERANTZ

***INFIELDER—BRAVES***

### Nickname: *"Swish"*

Many observers believe that Pomerantz is called "Swish" because he strikes out a lot. His teammates, who shower with him, will tell you differently. Pomerantz held out in '76 for two months, until management agreed to his request for a lavender locker. He then refused to take the field until he was allowed to wear shoes, as he put it, "that don't clash with my batting helmet." As a 1st baseman, "Swish" holds runners very close. This caused a controversial play in '77 when, during a game with Pittsburgh, he refused to let Pirate slugger Wally Forbush advance to 2nd until dinner plans were agreed on. A beautician in the off-season, Pomerantz keeps in shape playing one-on-one at his health club.

## BRIAN SCHMEER

***OUTFIELDER—CUBS***

### Nickname: *"Iron Man"*

Game after game, Schmeer can be seen at his familiar post in left field, a fixture in Chicago for 17 seasons. Other players may gets the headlines; Schmeer remains mild-mannered and unassuming, well aware that as a hitter and fielder he is mediocre at best. "I use the tools God gave me," he said in one of his rare public statements, which never made the sports pages and wouldn't be included here if we didn't need something to fill up space. Despite his deficiencies on the playing field, Schmeer is regarded by team-mates and opponents alike as being incredibly dull.

22

## RAMS

DE

ELROD BLESCH

## ELROD BLESCH

***DEFENSIVE END—RAMS***

### Nickname: *"Sobber"*

Blesch is that rare breed among athletes, a guilt-ridden man who cares deeply about the injuries he has inflicted on his opponents. During a pre-season game with the Cowboys in '77, his cries of compassion resounded through the stadium after he stepped on the head of Dallas quarterback Rafe Conway. Later that year he wore a black armband of grief around his left fist after breaking the jaw of Colts running back Chesney Whipple. Tormented by self-doubt and now in intensive therapy, Blesch recently completed a month-long fast to atone for his biting off the left ear of Viking flanker Brice Yerby.

## MILLARD MARMOT

***QUARTERBACK—DOLPHINS***

### Nickname: *"Waffles"*

After being sacked 19 games during a '77 game with the Eagles, Marmot lost his confidence and courage to stand in the pocket. Rather than give up the game, he embarked on a "self-transformation" course, which included Zen, T-M, yoga, est, hypnosis, and leasing a guru. The effort paid off, with Marmot returning to action against the Dolphins, Packers and Steelers, where he hung in the pocket despite being clobbered time and time again. This time, however, he was willing to accept the punishment, having been "transformed." His performance earned him the league's Comeback of the Year award, which he was unable to accept, having turned into a vegetable.

## CARDS

S/S

CONRAD BLITE 72

## CONRAD BLITE

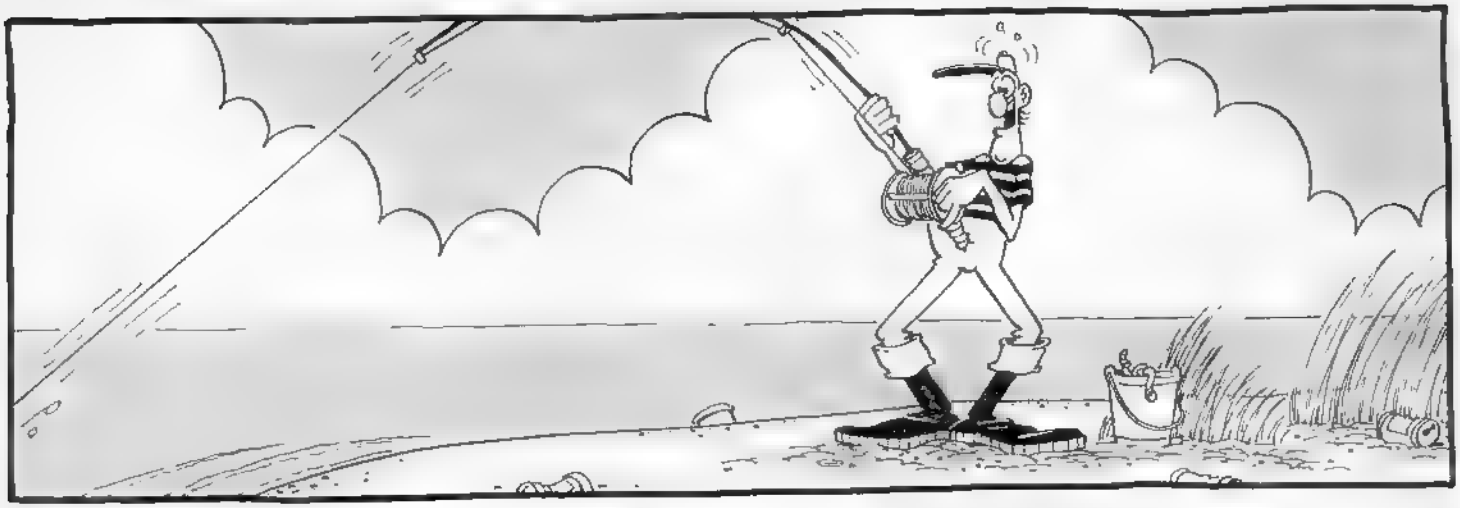
***SHORTSTOP—CARDINALS***

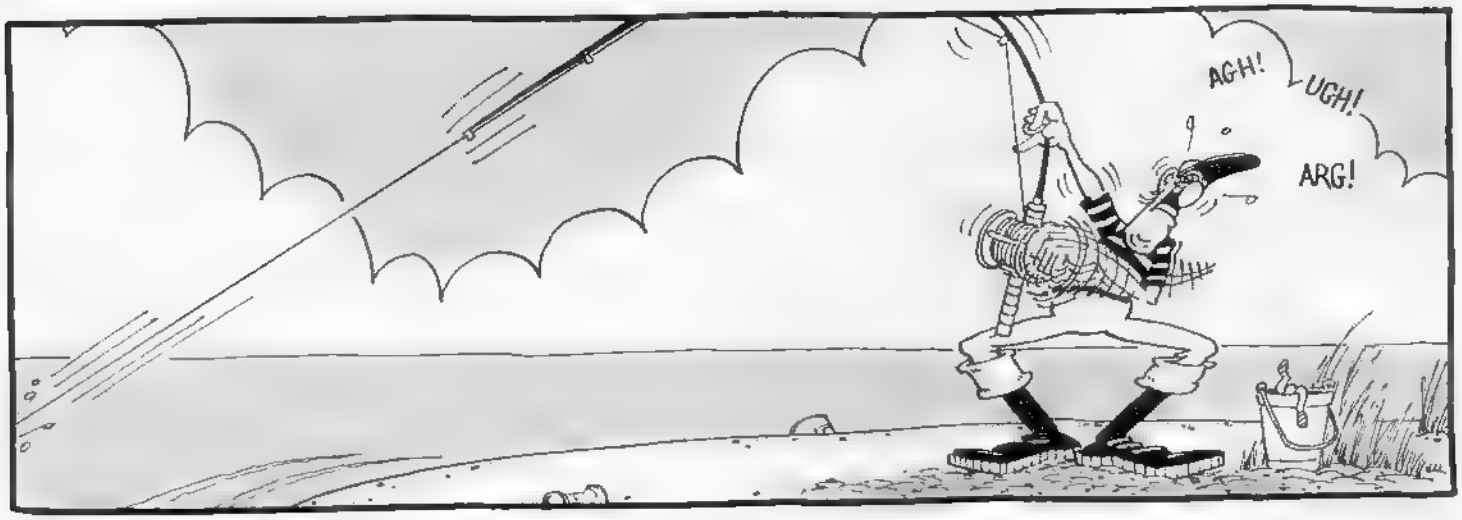
### Nickname: *"Hex"*

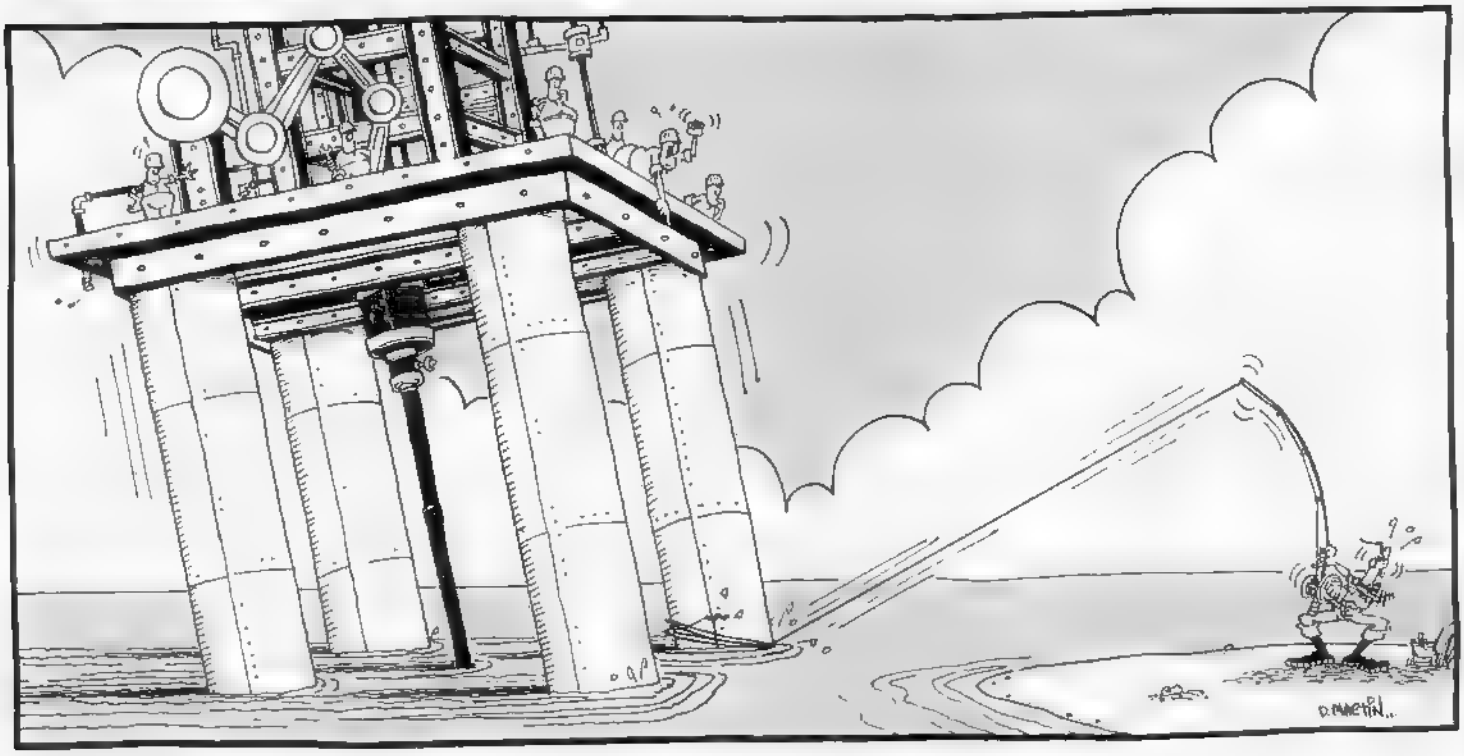
Regarded as the most superstitious player in the majors, Blite claims he kept his club's '75 win streak going by eating only stuffed peppers for 18 days, then throwing up for 3 more. He never uses the same men's room twice during a road trip and lets his fingernails grow during months containing the letters D or Y. His lucky number is 4,556,-935,721, which he intones before each pitch when a southpaw is on the mound. If the pitcher is a rightie, he spits 7 times into his shirt pocket, belches twice and punches himself in the head. Blite will retire next season, after which he will be certified insane.

DON MARTIN DEPT. PART II

# ONE AFTERNOON ON THE BEACH





There is a mysterious event that occurs each year at the end of the vacation season. People returning home from a wide variety of resorts scattered across the country discover that they have all been subjected to the same irritating inconveniences, inadequate facilities and needless expenses. The tales of horror they tell are all too similar to be pure coincidence. And now we know why! Recently we latched onto a copy of the catalogue used by resort operators to order all those diabolical items that enable them to ruin your vacation while they're also picking your pocket. So in order to expose the whole shabby business, we here at MAD reprint this resort supply company's horrifying top-secret catalogue in full:

# American Recreational & Resort Facilities, Inc.

## WHOLESALE SUPPLY CATALOGUE

LONG DAMP SUMMER, 1980

A.R.R.R.F.

THE SYMBOL OF THE COMPANY YOU REMEMBER BECAUSE IT'S A DOG

**FOR RESORT OWNERS & OPERATORS ONLY**

**Absolutely No Sales To Vacationers Or Other Whining Complainers**

ARTIST: BOB CLARKE WRITER: TOM KOCH

**PRE-RUSTED WINDOW SCREENS** do much more than merely give your resort cottages that quaint, ramshackle look. They also help you sell insect spray and mosquito netting to desperate vacationers at exorbitant prices. One size fits all windows, especially since it doesn't make any difference whether they actually fit.

**2155—RUSTY, CRUSTY, DUSTY WINDOW SCREENS $4.50 ea.**

**GENUINE SIMULATED CARIBOU ANTLERS.** Let guests from the city thrill to the sight of apparent wild animals roaming the grounds of your establishment. Sturdy plastic antlers attach in a jiffy to such common family pets as dogs, cats, ponies and even camels. One size fits all. Order several sets and see how wild life sightings make guests forget about the terrible inconveniences of "roughing it" at your place.

**5593—"HORNS APLENTY" BRAND ANTLERS .....$8.50 per set**

**MISMATCHED CROQUET SET** insures hours of violent arguing, even among your most lethargic guests. Each set is a guaranteed factory reject complete with green, yellow, blue and orange mallets to go with red, black, purple and white balls. Combination is hard to beat for fun-filled hours of bickering among vacationers who don't understand the rules of the game too well anyway.

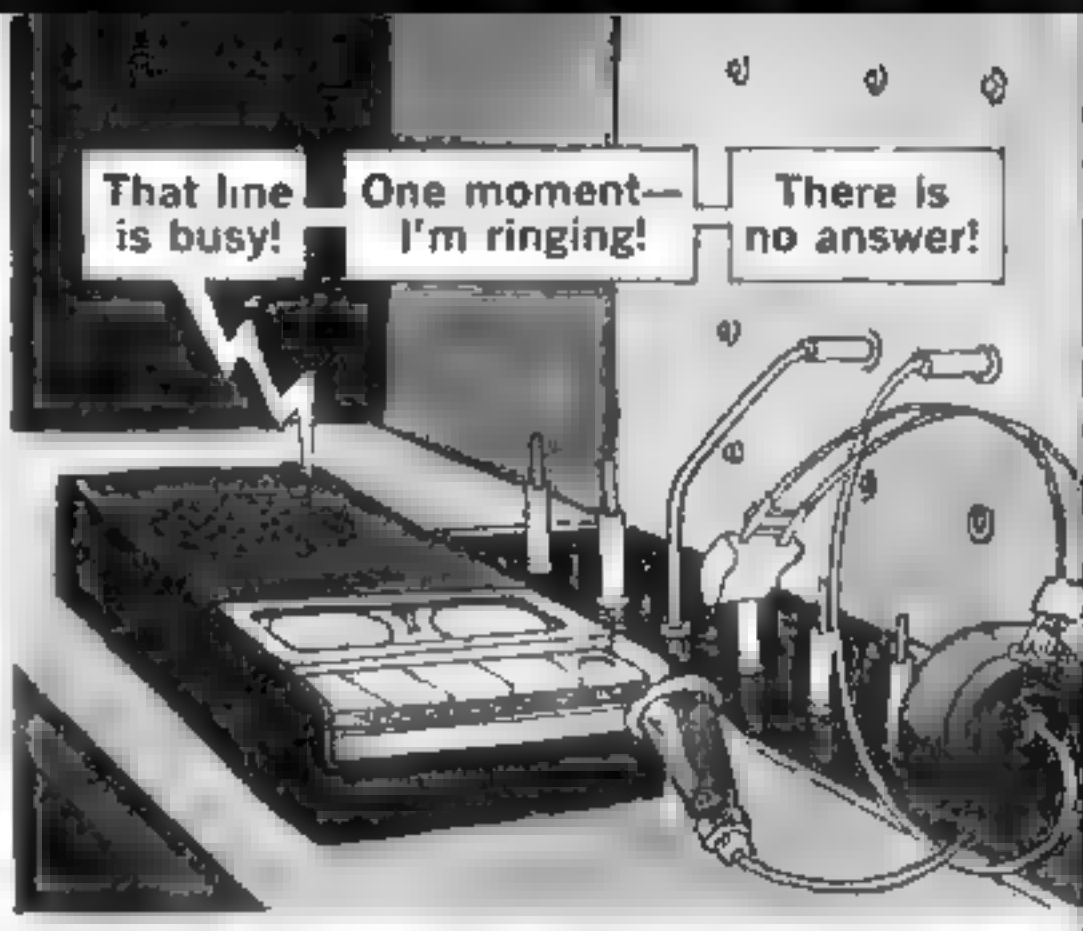
**4414—CRUMMY CROQUET SET $12.75**

**NON-EXISTENT EVENTS KIT**—Includes announcement board, movable letters and valuable booklet listing more than 300 unpopular activities that guests are sure to boycott. This kit is a "must" for resort operators who want to create the impression that they offer recreational activities when they really don't.

**9907—NON-FUN, NON-EVENTS KIT $18.95**

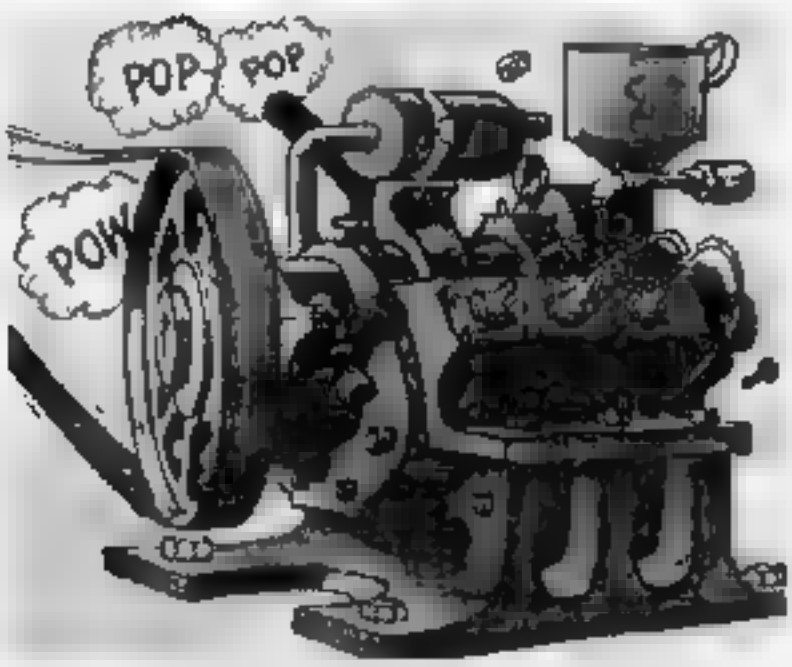
**"SWITCHBOARD SALLY"** is our biggest money saver for those who enjoy charging extra for rooms with phones, but detest paying a switchboard operator. Casette tape contains 90 minutes of terse comments authentically recorded by one of New York's leading nasty nasal telephone operators. Angry attitude of taped voice will prevent even brazen guests from complaining when their calls are never completed.

**6579—UTTERLY INHUMAN OPERATOR TAPE $8.98**



**BROKEN LOBBY CHAIRS** discourage unsightly older guests from loafing around in plain sight where they may scare off new arrivals. Chairs are quite attractive and functional for everything except sitting, due to a factory oversight in making several thousand of them with only three legs. Get them at 80% off retail price while limited supplies last.

**62394—ODDLY WOBBLY LOBBY CHAIRS ..... $26 ea.**




**WAR SURPLUS PORTABLE GENERATOR** assures your guests of enjoying many romantic candle-lit evenings, while you enjoy receiving lower electric bills. Kerosene powered motor costs only pennies a week to operate, thanks to frequent lengthy breakdowns. Best of all, this cast iron model hasn't been used by the Army since World War I, and may soon become a rare collector's item.

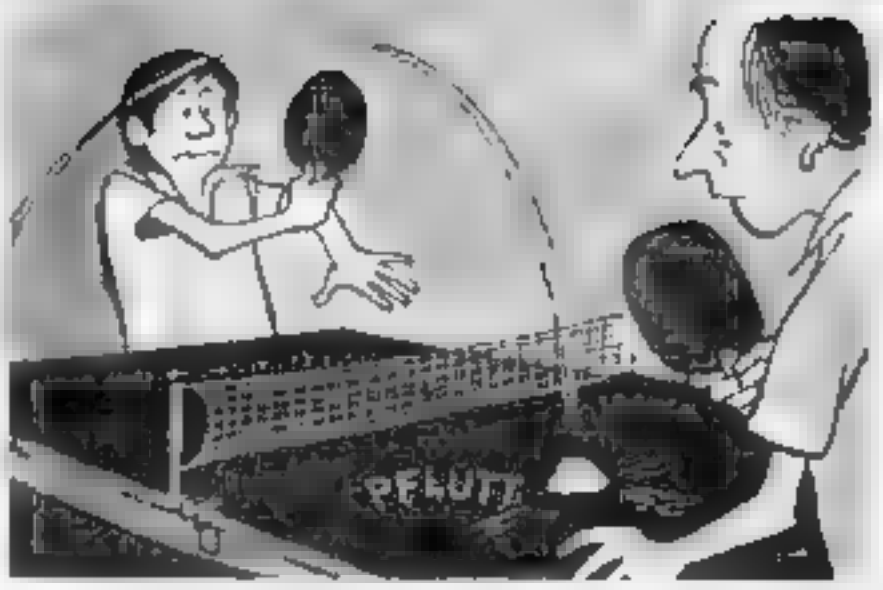
**8197—"FREQUENT FAIL" ELECTRIC GENERATOR ..... $69.95**

**TIP REMINDER SIGNS** ran be strategically placed to help your employees pick up more gratuities so you can pay them less salary. Phosphorescent lettering makes signs glow in the dark for convenient use at resorts equipped with our "Frequent Fail" Portable Electric Generator **(Item 8197).**

**1128—"LITTLE BEGGAR" BRAND TIP-PLEA SIGNS .....$7.75 doz.**

**END TOWEL THEFTS FOREVER** with snowy white linens deceptively crafted of bleached burlap. These little horrors will make even the most larcenous vacationer think twice about scratching the inside of his suitcase to carry them home. He may even think twice about scratching the outside of his body to use them at your hotel, thus cutting laundry costs as well as theft losses.

**2262—BRUTAL, BRUISING, BARBARIC, BURLAP BATH TOWELS .....$16.50 doz.**

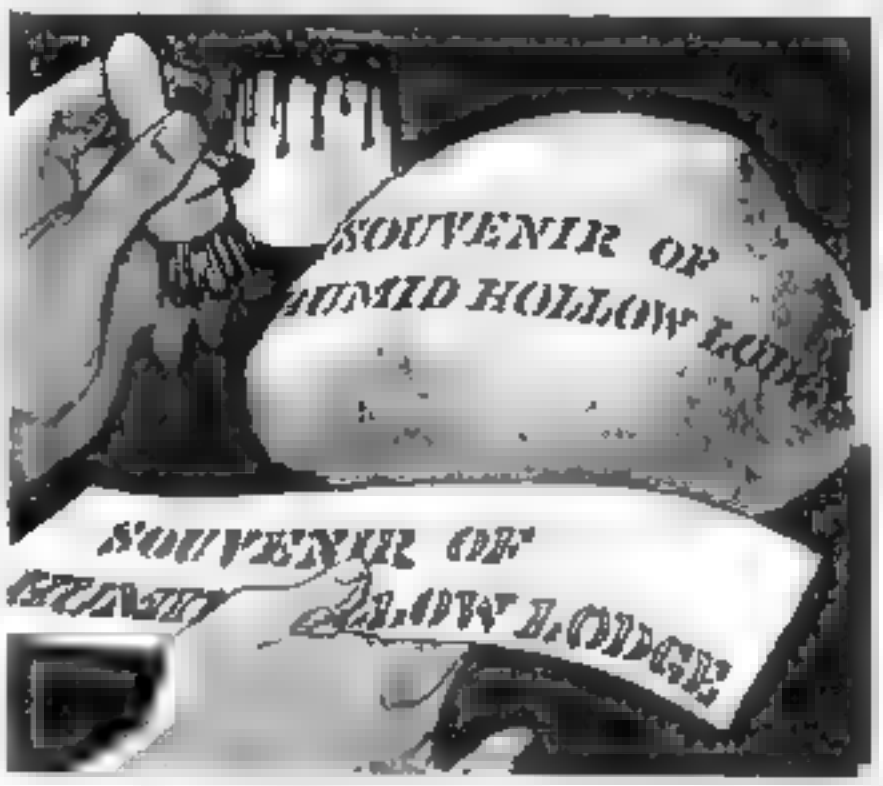


**PATENTED "NO-BOUNCE" PING-PONG BALLS** quickly discourage guests who might otherwise hog your only table and play for hours. Guaranteed to end surly complaining about long waits to use your inadequate facilities. Balls closely resemble standard ping-pong equipment, but are actually crafted of bleached matzoh meal that causes them to hit the table and stay there. Order plenty, and use the left-overs for soup.

**8048—PINGLESS PONGLESS PING-PONG BALLS $29 Gross**

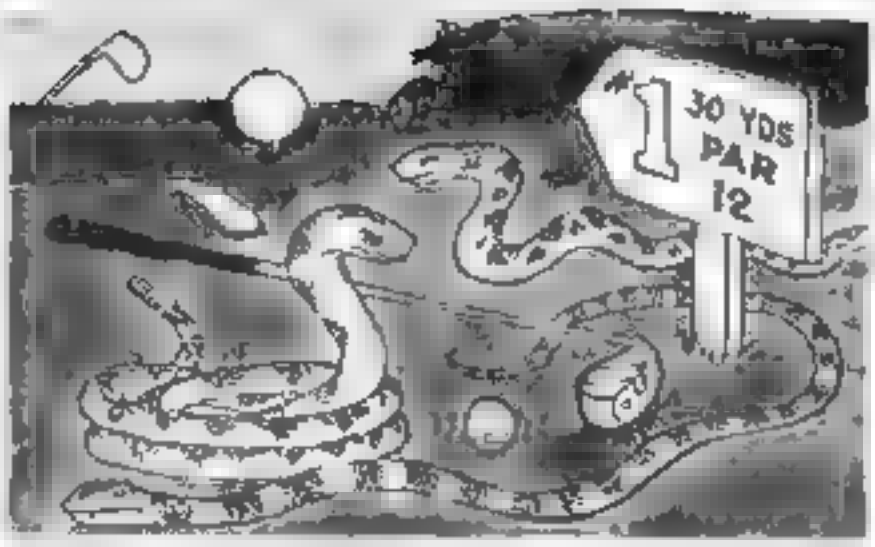
**LEAKY ROWBOATS** keep guests too busy bailing water to notice that your lake doesn't have any fish. We purchased these condemned vessels cheap from a small midwestern pond that went bankrupt, and pass the savings along to you. All boats come with at least one oar, and some have as many as two.

**7119—"LITTLE SINKER" ROWBOATS ..... $26.95 ea.**




**PERSONALIZED STENCILS** let you turn such worthless items as rocks, broken sea shells and discarded beer cans into high profit souvenirs. Just stencil name of resort on anything at all, and sell it in your gift shop to departing vacationers who are desperate to grab up a memento for the folks back home. (Kit includes stencil, paint and brush.)

**7229—USELESS SOUVENIR KIT $16.50**




**LIFELIKE IMITATION SNAKES** discourage guests from making use of your resort's private golf course. A few of these terrifying beauties placed around the first tee will forever end your need to maintain the other 17 holes. Pick a species native to your area, and order several today. You'll be pleased with the results.

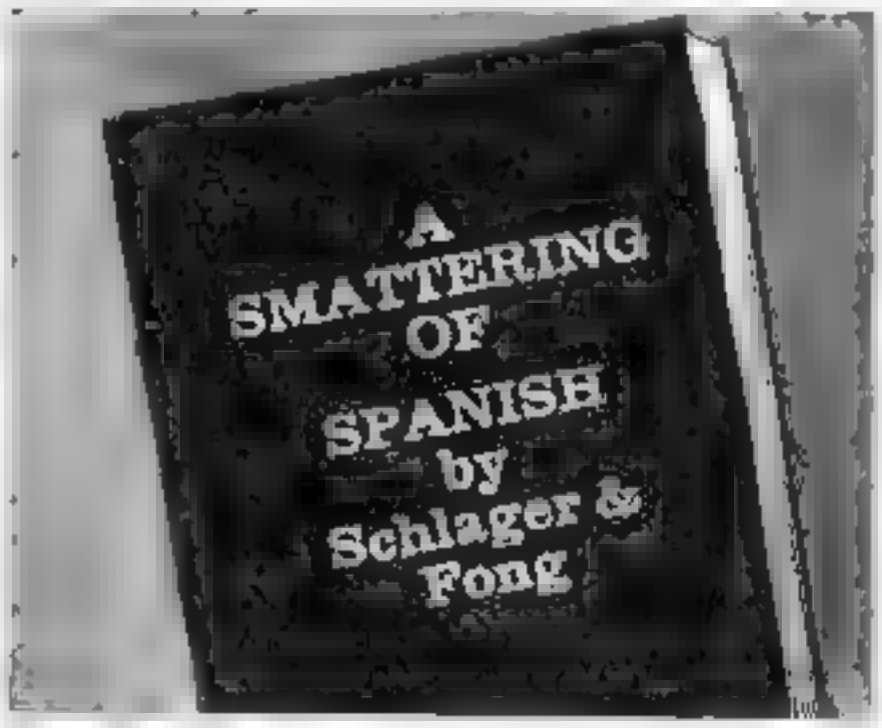
**5241—COUNTERFEIT COPPERHEADS ..... $14.50 doz.**
**5242—SPURIOUS SIDEWINDERS .....$14.75 doz.**
**5243—RUBBER RATTLESNAKES ..... $14.83 doz.**

**YOUR CESSPOOL BECOMES A WISHING WELL!** No need to let recent conversion to inside plumbing force you to spend good money having that old cesspool filled up. Fabulous wishing well kit turns unsightly sanitation hole into a romantic place where starry-eyed couples will toss coins for your tax-free profit.

**9883—FAKE BRICK WISHING WELL ..... $97.75**

**PICTURE YOURSELF WITH JACK NICKLAUS** to make hotel guests think you're a qualified pro for your resort's golf course. Handsomely framed photo for your pro shop wall opens the way to peddle overpriced equipment, give overpriced lessons and make out with female guests, just like the real professionals do. Include your photo with order.

**7454—UNDER PAR GOLFING PHOTO ..... $5.98**




**SPANISH SPEAKING MAIDS** can use the valuable language barrier to avoid conversations with complaining hotel guests. Now, we offer a simple home study guide that will permit even your native born employees to fake an inability to understand English. Easy-to-read book quickly teaches maids enough Spanish phrases to convince guests that they don't speak anything else.

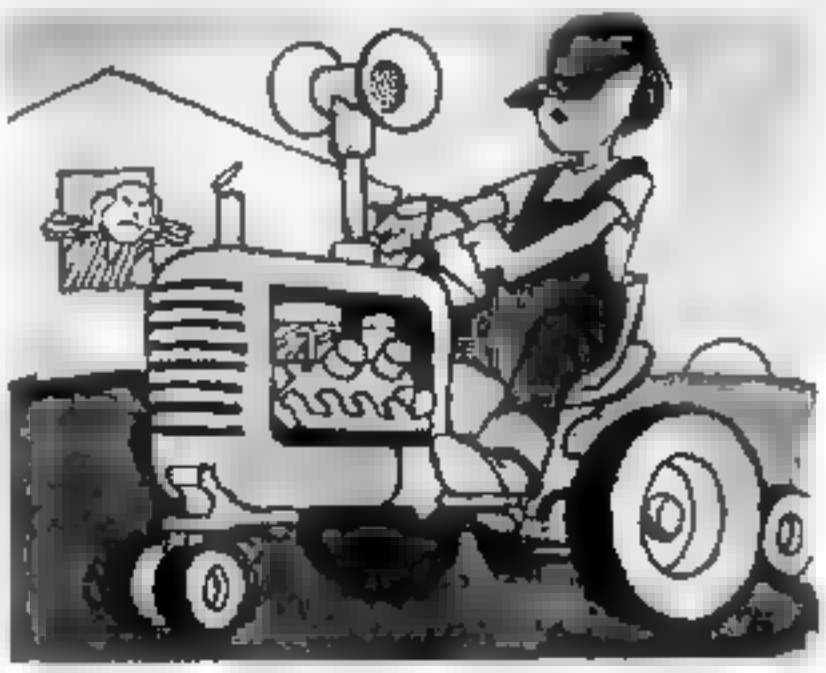
**5771—SNEAKY SPANISH BOOK $10.50**

**"FREEZE-OR-FRY" SHOWER HEAD** (pat. pending) enables you to cut water bills by making comfortable temperature impossible to maintain. Clever rotating device causes shower spray to alternate between boiling hot and frigid cold at unpredictable intervals. Already tested in many big city hotels where it has reduced average showering time to 30 seconds! A "must" for cost conscious resort operators.

**1201—"FREEZE-OR-FRY" FIXTURE ..... $37.75**

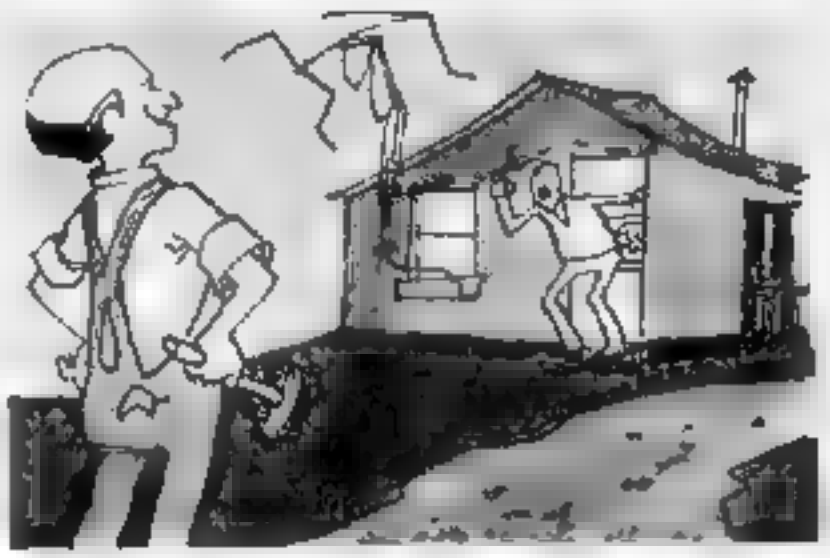
**NUISANCE OF SLEEPY-HEAD GUESTS IS ENDED FOREVER** once you put your gardener at the helm of this Iron Tornado Power Mower. Unmuffled engine generates ear-splitting racket that arouses even laziest vacationers at the early morning hour of your choice. No more demands for late breakfast or late maid service once an Iron Tornado is on the job at dawn.

**7790—MONSTROUS MECHANICAL MOWER .....$579.50**



**DEFECTIVE TV ANTENNA** is a blessing for resort operators plagued by noisy guests who camp in front of the set in the recreation room day and night. Shoddy construction and frayed connections guarantee a poor picture that will drive TV addicts outdoors to do something less annoying.

**1176—ROTTEN RECEPTION TV ANTENNA ..... .....$37.95**

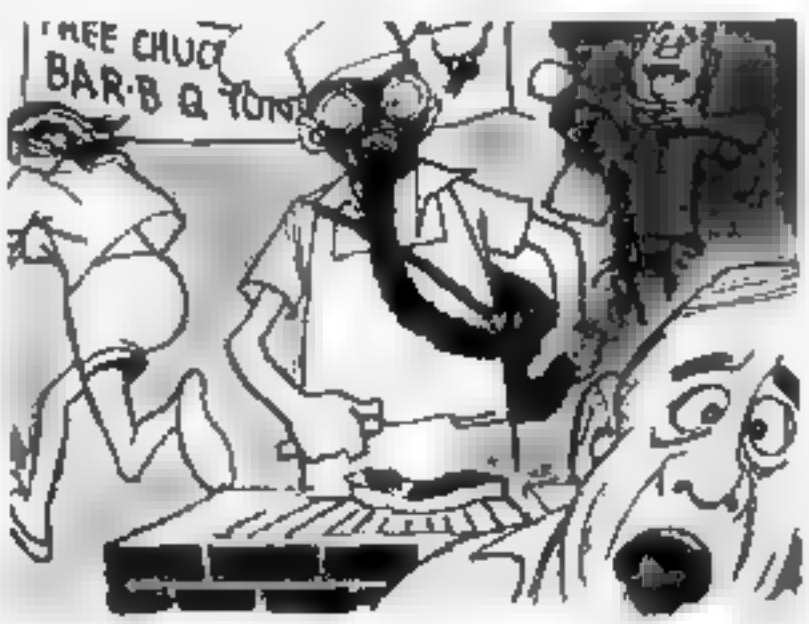


**FAKE CONVENTION BANNER** hangs impressively over your registration desk. Great for convincing new arrivals that your empty rooms are all full, and that they are lucky to get any crummy hole you decide to rent them. Banner is made of sturdy cardboard for years of dependable service during the off-season when your need to look prosperous is most urgent.

**5209—ARTIFICIAL CONVENTION BANNER $6.25**

**CONFUSING NATURE TRAIL SIGNS** spare you the expense of maintaining a real nature trail. These little dandies are carefully designed to lead bewildered hikers straight to your bar or gift shop, where they will gladly spend money rather than admit they got lost. Set includes 12 signs with jiffy "push-pin" stakes for quick re-positioning whenever guests start to wise up.

**4887—"WANDER & WONDER" SIGN SET $39.99**



**CHEMICALLY TREATED CHARCOAL BRIQUETS** allow you to stage complementary barbecues for your guests without fear of having costly food consumed. Chemical coating creates aroma of burning sewer gas to chase free-loading picnickers away. Lets you save expensive steaks and ribs for yourself while others rush to their rooms to throw up.

**9947—"SMOKY THE SKUNK" BRAND BRIQUETS ..... $7.95 per bag**

**AMAZING INSTANT MINERAL WATER** can turn your tacky resort into a fashionable health spa. Simply mix harmless powder with ordinary tap water to lure gullible, wealthy sickos from miles around to drink the stuff. Mineral blend contains sulphur, iron filings, powdered limestone and dead gnats to make water taste so bad that no one will question its health value.

**9036—MIXWELL HOUSE BRAND INSTANT WATER ..... $3.79 lb.**

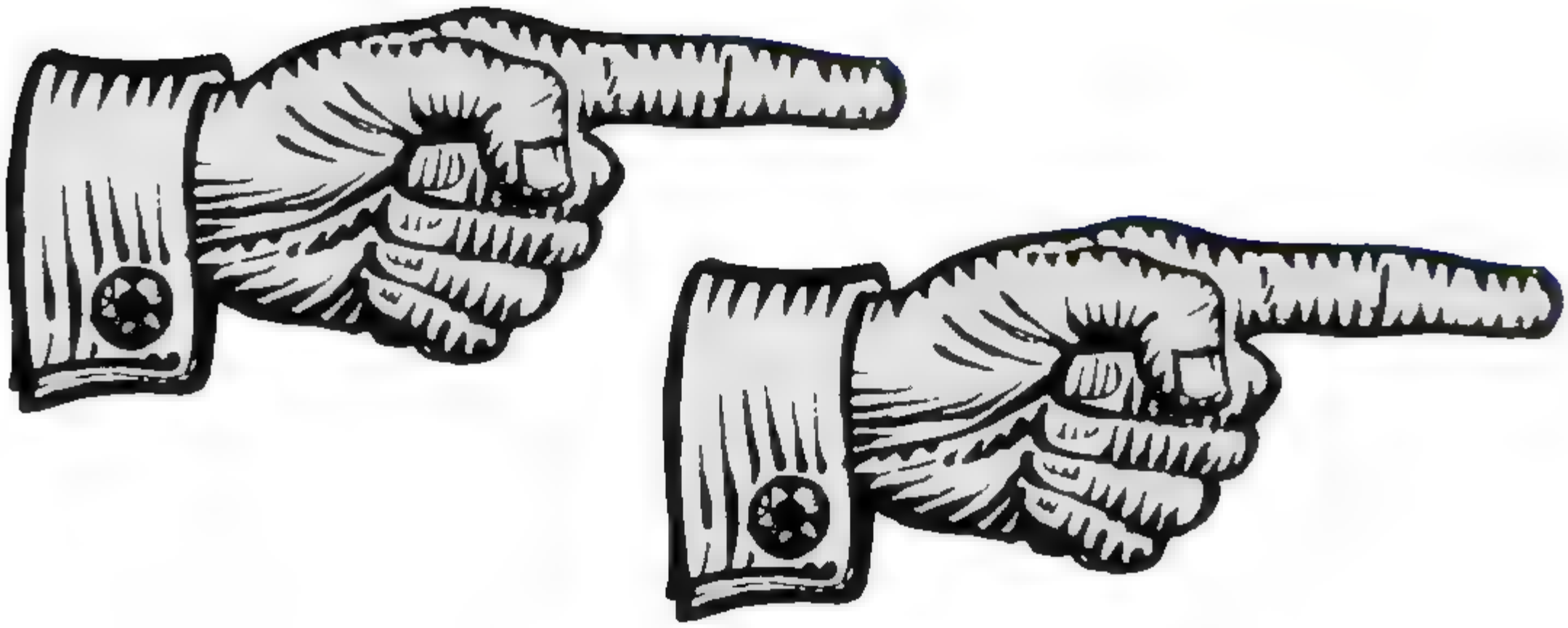
**"GLU-TITE" BUMPER STICKERS** force guests to give your resort free advertising for many years after their departure. Merely apply sticker to any car left in your parking lot overnight, and you know it's there for keeps! Even surly vacationers who hate your place are doomed to laud its virtues wherever they drive.

**33971—TRICKY, ICKY, STICKY BUMPER STICKERS ..... $30 per 100**

**(Include Name Of Resort For Free Personalizing)**

***Nothing to see here!***

***Please skip ahead.***



THAT SMARTS! DEPT.

# YOU'RE A GENIUS IF... BUT YOU'RE AN IDIOT IF...

YOU'RE A GENIUS IF... BUT YOU'RE AN IDIOT IF...

. . . you invent an automobile engine that runs on water.

. . . you think the oil cartel will ever let you market it.

YOU'RE A GENIUS IF... BUT YOU'RE AN IDIOT IF...

. . . you create a new highly-destructive nuclear weapon.

. . . you advocate using highly-destructive nuclear weapons.

YOU'RE A GENIUS IF... BUT YOU'RE AN IDIOT IF...

. . . you invent a method of transmitting pictures through the air.

. . . you sit around all day long . . . watching too much television.

ARTIST: PAUL COKER, JR.
WRITER: ED DANKO

YOU'RE A GENIUS IF . . . BUT YOU'RE AN IDIOT IF . . .

. . . you fly a kite during a thunderstorm . . . and discover that lightning is electricity.

. . . you fly a kite during a thunderstorm . . . and discover that lightning can kill you.

YOU'RE A GENIUS IF . . . B

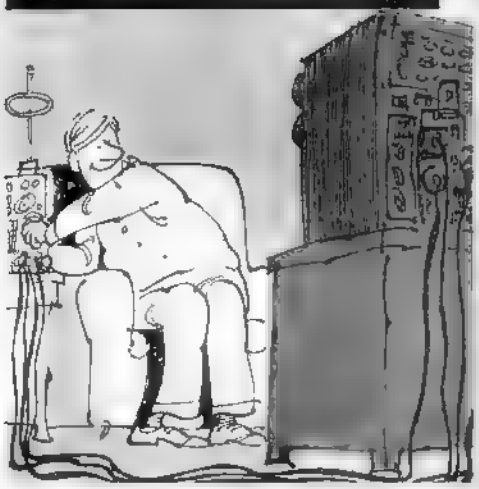
. . . you develop an amazing car bumper that can withstand a 75-mile-an-hour head-on crash.

YOU'RE A GENIUS IF . . . BUT YOU'RE AN IDIOT IF . . .

. . . it only takes you two years to complete a four-year course in Ancient Babylonian Astrology.

. . . you think you'll ever get a good job with a college degree in Ancient Babylonian Astrology.

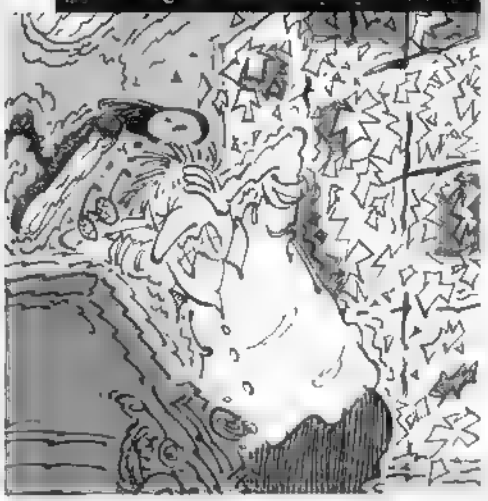
YOU'RE A GENIUS IF . . . B



. . . you invent a device that records one TV program while you're watching another one.

YOU'RE A GENIUS IF . . . BUT YOU'RE AN IDIOT IF . . .

. . . you design and build the first supersonic jet airliner.



. . . you allow a supersonic jet to land at your local airport.

YOU'RE A GENIUS IF . . . B

. . . you write a great document proclaiming all men are equal.

YOU'RE AN IDIOT IF...

. . . you believe that the rest of your car can withstand a 75-mile-an-hour head-on crash.

YOU'RE A GENIUS IF... BUT YOU'RE AN IDIOT IF...

. . . you negotiate a pact with your enemies which eliminates all types of nuclear weapons.

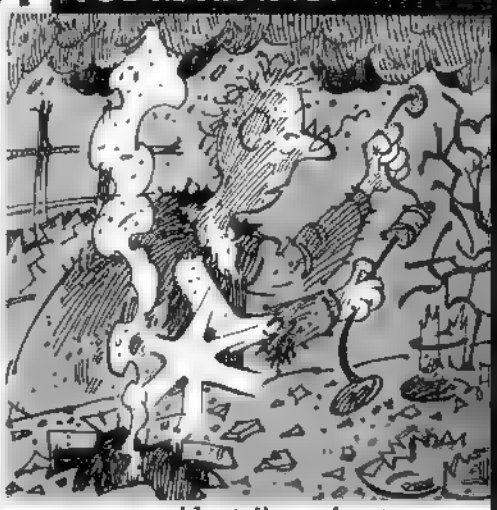
. . . you trust your enemies enough to actually give up all of your nuclear weapons.

YOU'RE AN IDIOT IF...

. . . you think today's TV programs are really worth going to all that trouble and expense.

YOU'RE A GENIUS IF... BUT YOU'RE AN IDIOT IF...

. . . you accidentally mix two chemicals together, and make a valuable scientific discovery.



. . . you accidentally mix two chemicals together and blow up your scientific laboratory.

YOU'RE AN IDIOT IF...

. . . you actually believe in your heart all men are equal.

YOU'RE A GENIUS IF... BUT YOU'RE AN IDIOT IF...

. . . you make a million bucks publishing a trashy magazine.

. . . you waste your hard-earned money on that trashy magazine.

# ONE MORNING IN A BUS TERMINAL

CRUISES FOR SCHMOOZERS, BOOZERS AND LOSERS DEPT.

When you think of sea disasters, you think of the "Titanic", the "Lusitania" and the "Andrea Doria." But ABC-TV has added another name to that list of ill-fated launchings. And we call our version of their "see" disaster . . .

# LUST BOAT

ARTIST: ANGELO TORRES WRITER: DICK DE BARTOLO

I hope you'll be able to help me while we're on this cruise! I'm painfully shy!

Oh, c'mon, now! You don't look so shy to me!!

That wasn't me talking! That was my friend! He's in the steamer trunk!!

Wow! That IS shy!

Well, your friend is in luck! We had a painfully shy girl sign on this cruise just a few minutes ago! Take him up to Cabin 19—Sun Deck! There's a broom closet right next door!

Hey, great! And she'll be waiting for him in the cabin?

No . . . she'll be waiting for him in the broom closet!

Wow!! Sounds like MY kind of girl!!

Well, look at you . . . coming on a cruise right from your Wedding Ceremony!

You got it a little backwards! I plan to go to the Wedding Ceremony right from this cruise! I'm here to find a HUSBAND!!

You will!! Lots of single girls find Husbands on these cruises! The only hassle is when the WIVES show up!

Well, Muley, it looks like we've lined up our three stories for this week, so I guess we can sail now!

Those are three really weak stories, Captain!

Don't sweat it! We've sailed with weaker stories before! Besides, it gives us a chance to fill the time with those aerial publicity shots of the ship under way, so we don't have to pay the Cruise Company any money for using their liner while we wreck their reputation!

This is the part of the cruise I like [redacted] . . . the Bon Voyage! But your company must spend a fortune on all this confetti!!

Oh, we don't spend a penny on confetti! We just shred the previous week's scripts!

Well, it sure helps to give this week's show a big send-off!

It'd help give it an even bigger send-off if we shredded THIS WEEK'S SCRIPTS!

Excuse me, but do you think that sometime during the cruise, my wife and I might have a tour of the bridge?

The bridge? What's the bridge?!?

You know, Captain! The place where you steer the ship from!

Steer the ship? Someone's supposed to steer the ship?? Look, folks! I've got single people to get together! I've got fighting couples to pull apart, I've got tons of fatherly advice to give! I DON'T have time for dumb things like steering this ship!!

PTOO!

Doctor . . . you've got to help me! My Husband is having an appendicitis attack!
Quick! Take off your clothes!
Will that help my Husband?!?
No, but it will sure help me!!
Doctor, I don't think you're acting very professional!!
Oh? Okay! Stay here! I'll go wash my hands!!
Stop this, Doctor, and let me out of here!!
But I still have a few more X-rays to take!!
I never heard of anyone using a Polaroid to take X-rays! And what about my Husband's appendicitis!?
That's why you must stay! Do you have any idea how "catching" appendicitis is?! You could start a whole appendicitis epidemic aboard this ship!!
E
AODV
XTMIZ
I heard this was a really wild cruise ship, but so far— nothing's happened!!
Well . . . you have to give it a little time!
But we've been at sea for an HOUR!
Gee . . . that IS unusual! Here, help yourself . . .
Oh? Is this a bowl of potato chips?
No . . . it's a bowl of cabin keys! Have fun!!
This is one of those wonderful shots of our ship under way! Of course, we're showing you the "good side" of the ship— the side where the passengers aren't barfing overboard!
Barfing overboard? Why would the passengers be barfing overboard! It's a dead calm sea!!
It's not the sea! It's the inane dialogue that makes them sick!!
So . . . what do you say!? Can we have a date?
Well, I'm not sure! I'm looking through the keyhole, and I see that you DO have a nice smooth complexion . . .
That's not my complexion! I'm wearing a paper bag over my head! See? I'm as shy as you are! So— how about that date?
Okay! But only if you have another paper bag!!
Doctor, I feel a little seasick!
Just take these two pills . . .
And should I phone you in the morning?
You won't have to! Just roll over and wake me up!
Wow! It's hard enough to find a doctor who makes "house calls" . . . but a doctor who makes "cabin calls" is really unusual!
On land, yes . . . but on this ship, no!!

Well? Have you found Mr. Right yet?

No, but I've been getting tons of practice for my wedding night!

You know, I've looked all over this ship, and the only crew I see is you, the Captain, the Doctor, the Bartender and the Social Director! How can five people run such a large ship??

Easy! We never leave the dock!

TAKE OUT PIZZA

All we do is splice in those wonderful free publicity shots of the ship under way supplied by the Cruise Company!

Hey, wait a minute! The ship is upside down!!

I TOLD them they shouldn't hire the film crew from the "Poseidon Adventure"!!

Captain, we're the couple on H Deck—Heave Deck—the lowest deck on this ship! Last night, we told you we were getting water in our cabin, and we asked you to please put on your pumps!!

And I DID! They're the best pumps I own! Gold lamé, with high heels! I wore them all through dinner!

We meant BILGE pumps!

Bilge pumps? I don't own bilge pumps! But I'll stop by the shoe salon and try on a pair!!

Hi! I'm Captain Stupid—

And I'm the owner of this Cruise Line!

I'm sorry! We're overbooked with vignettes!

I'm the REAL owner of this Cruise Line!

You must be happy about the business we're bringing in to the Priceless Line, Sir!

With the stars, the crew, the extras and the ABC personnel aboard, we have room for exactly six paying passengers!!

Well, six isn't bad . . .

And after they find out the ship never leaves port, five will want refunds!

Well . . . ONE paying passenger isn't bad!

It IS . . . when that one paying passenger is ME!!

Hi, there! I'm Sister Veronica! Where's the action on this ship? And by action, I don't mean Bingo!

Well, by "action", you certainly don't mean "ACTION"—uh—do you?

Young man, I watched that episode where you had two 13-year-olds making out, so don't you pull that "Good Taste" routine on ME!

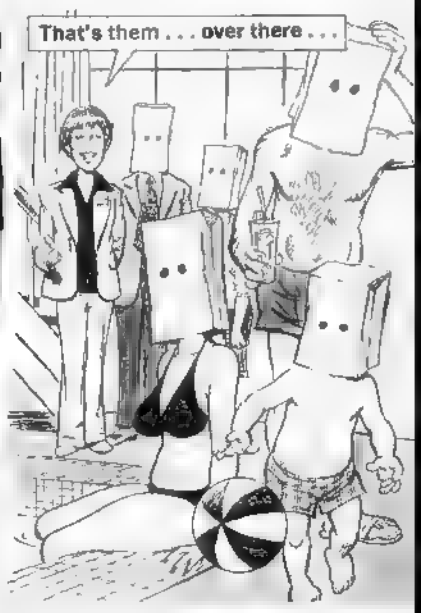
Sister, I think you're on the wrong ship!!

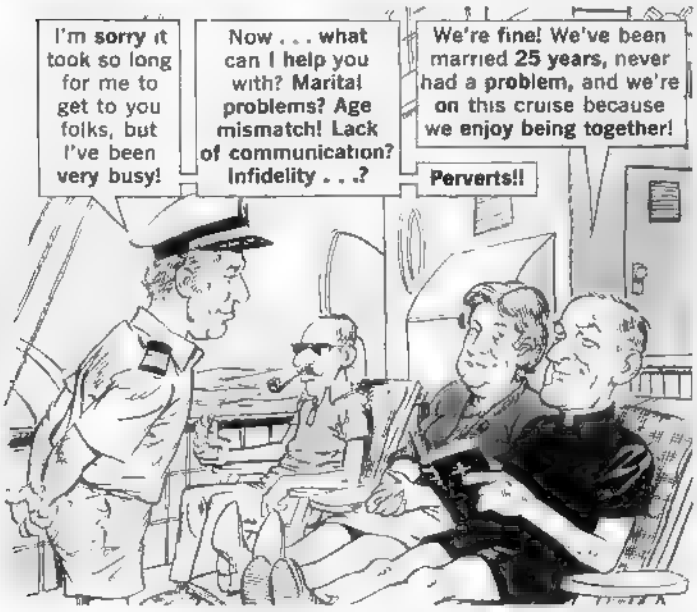
Why?!? I'm just trying to get out of the habit! Get it?? ". . . out of the habit"!!

I take it back! With material like that, you're on the RIGHT ship!

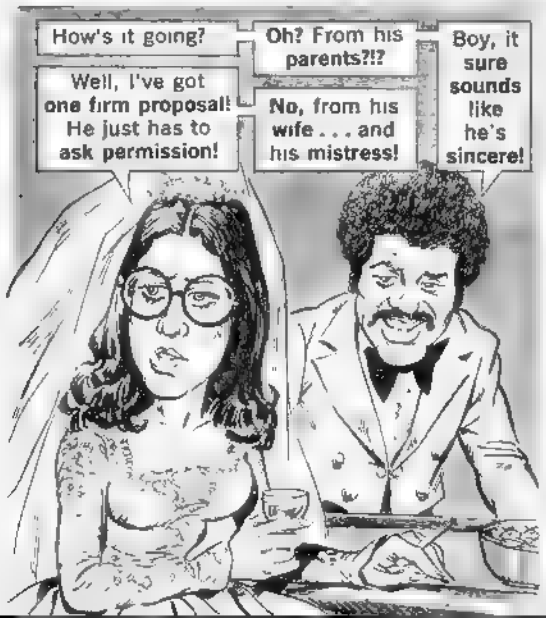
Captain, I was wondering if I could meet the men who take care of some of the technical stuff on board!
Sure! Just call ABC-TV and ask for the guys who dub in all the chuckles and laughs—
Not THAT technical stuff! I mean like the men who run the engine room!
The engine room? This ship has an engine room?! You learn something new every day!

I'm glad you two finally got together! A few years ago, we had a couple just as shy as you two, and today they're happily married with a child!


That's them . . . over there . . .


I'm sorry it took so long for me to get to you folks, but I've been very busy!
Now . . . what can I help you with? Marital problems? Age mismatch! Lack of communication? Infidelity . . .?
We're fine! We've been married 25 years, never had a problem, and we're on this cruise because we enjoy being together!
Perverts!!

Where do we go for the life boat drill, Captain?
I—I guess the life boat drill is in the tool locker . . . with the life boat hammer and the life boat saw!
I see you're not prepared for a disaster!
I'm happy to say I've never had a disaster on my ship!
Obviously, you've never tuned in and saw your show on the air! You have the only ship in marine history that sinks every week!
SHARK REPELLANT


How's it going?
Well, I've got one firm proposal! He just has to ask permission!
Oh? From his parents?!?
No, from his wife . . . and his mistress!
Boy, it sure sounds like he's sincere!

. . . so this guy comes up to me and says, "Please, Mister, I haven't had a bite in ten days!"
And so I bit him!
Muley, I don't ever want to see him perform again!
Yeah, he IS pretty bad, isn't he?
BAD?!? His material is ten times funnier than ours will ever be! Get him off the ship!
TONIGHT ☆ Michaelina MARTEL ☆
THE BILGE ROOM

Well, here we go with the famous "Captain's Table" scene . . . where I resolve most of the problems!

However, I do see that the Fracases are still fighting a little . . .

. . . and I'm really sorry that the shy couple didn't accept my invitation . . .

But we DID, Captain!

Yeah! Thanks! And pass down the butter!

ALKA BURPY

Hi, there, handsome!

Hi, there gorgeous!

I think people who meet on cruise ships fall in love very quickly, don't you?

I do!

I now pronounce you "Man and Wife"!

Well, our one week cruise is over!

One week?!? With YOU, it seemed like ONE YEAR!!

Did I tell you what a wonderful color you got on this cruise!?! It's a wonderful shade of GREEN!!

This is terrible! That couple came on the cruise bickering, and they're ending it the same way!

That's not the woman he came with! He found someone NEW to bicker with!!

Oh, thank goodness! I'd hate to break our record and have someone get off the ship with the same person he came on board with!

And I see that our shy couple is leaving the ship together!

Yes! They're going to get married!

Who are the six little girls with the paper bags over their heads, following them?

They're going to be the Bride's Maids!

Well, it's the end of the cruise! But, as you know, we have a tradition here on "Lust Boat"! We always have a CLOSING that's designed to bring a TEAR to the viewer's eye!

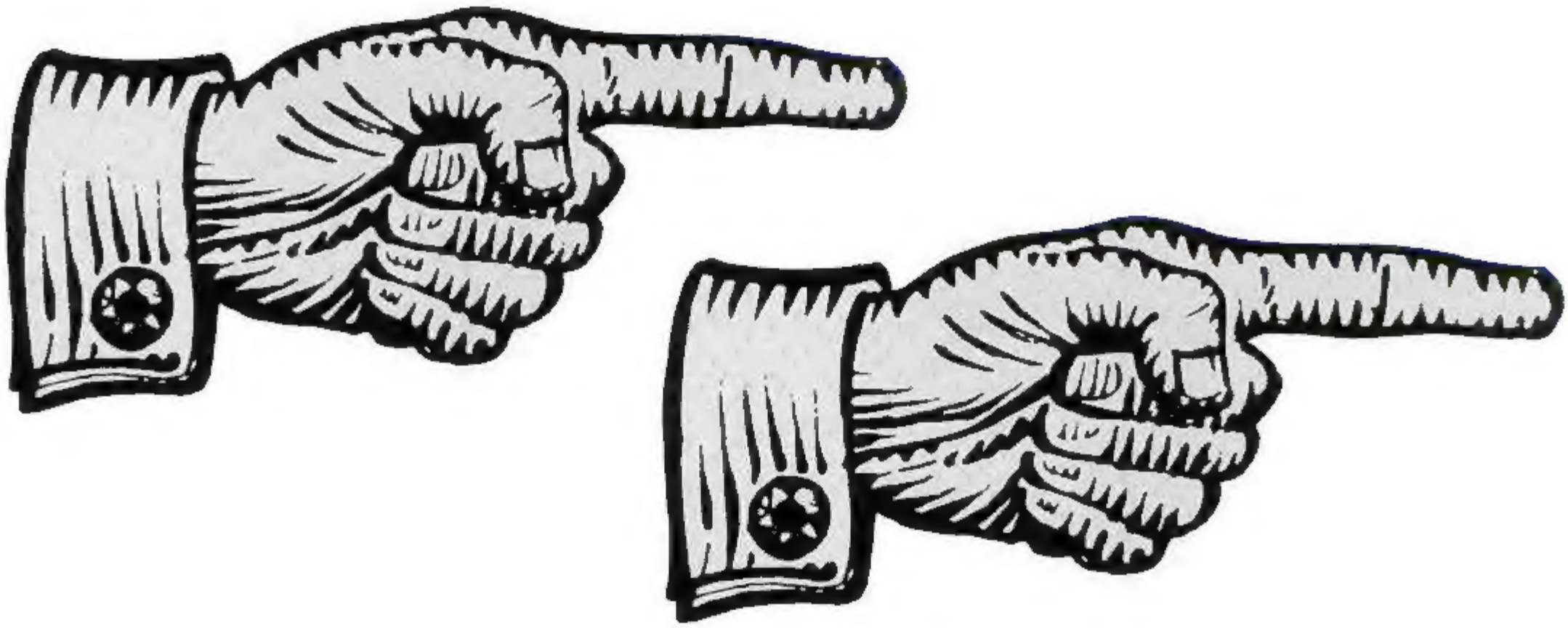
Don't worry! This show is no different! Here goes with THIS WEEK's tear-jerker!

"LUST BOAT" WILL BE ON AGAIN NEXT WEEK!

Please! Have a heart, Captain! I said, "that's designed to bring a TEAR" . . . NOT TOTAL HYSTERIA!!

**Nothing to see here!**

**Please skip ahead.**



# WHAT KIND OF COMPETITION IS GIVING MOTEL OWNERS THE JITTERS?

HERE WE GO WITH ANOTHER RIDICULOUS

# MAD FOLD-IN

After years of booming business, motel owners are now getting competition from an unexpected source, and it's got them plenty worried! To find out what it is, fold in the page as shown.

FOLD PAGE OVER LIKE THIS!

A▶ FOLD THIS SECTION OVER LEFT ◀B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

MANY MOTEL OWNERS IN THE COMING YEAR WILL STRIKE OUT FINANCIALLY. TO STAY ALIVE, THEY MUST TRY VARIOUS WAYS TO LURE PEOPLE BACK INTO THEIR INNS

A▶ ◀B

# WHAT KIND OF COMPETITION IS GIVING MOTEL OWNERS THE JITTERS?

FOLD PAGE OVER LIKE THIS!

A▶◀B FOLD BACK SO "A" MEETS "B"

MAKE OUT

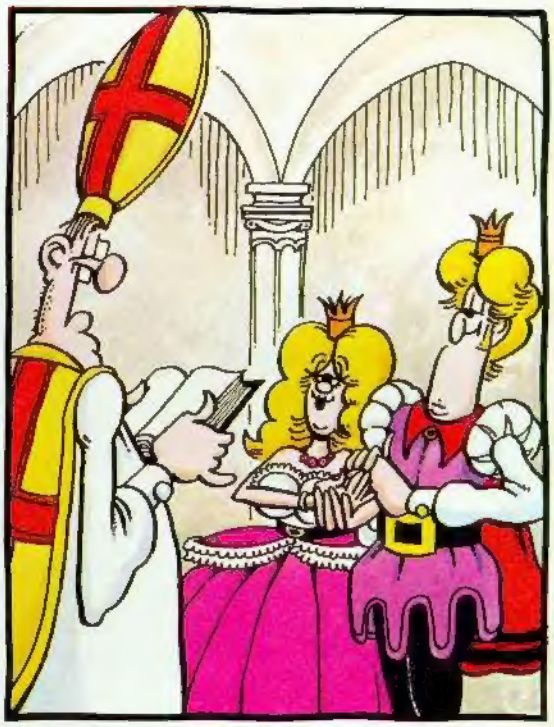
ARTIST & WRITER:
AL JAFFEE

VANS

A▶◀B

# SCENES WE'D LIKE TO SEE

## (THE FROG PRINCE)

ARTIST: DON MARTIN

WRITER: SERGIO ARAGONES